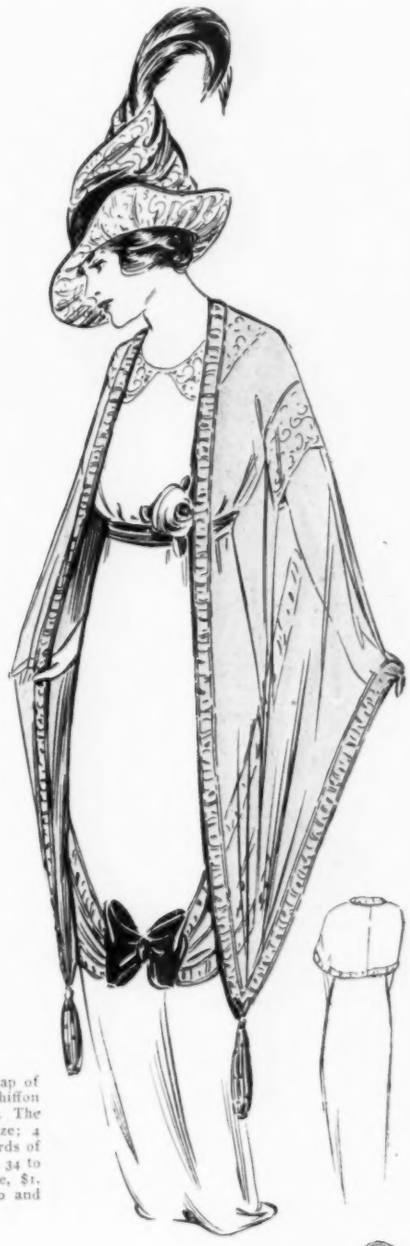
SPECIAL · SECTION · of VOGUE · PATTERNS

FOR · AUTUMN · 1912



No. 2201/19.—FRENCH model in navy blue wool éponge with black velvet-covered buttons and sash-end of satin. The coat requires in medium size, 2¾ yards of 36-inch material; ⅝ yard of 19-inch velvet for buttons; ¾ yard of ribbon for sash. The skirt requires, in medium size, 3¾ yards of 36-inch material. Sizes: 34 to 40 inches bust measure; 22 to 28 inches waist measure. Price, 50 cents for coat or skirt; $1 for costume.

No. 2209/19.—NEW evening wrap in old-gold plush brocaded charmeuse with trimmings of skunk fur. The model requires in medium size, 3½ yards of 44-inch brocade; 3¾ yards of 36-inch lining; 5½ yards of fur banding or 3½ yards of 19-inch trimming. Sizes: 34 to 40 inches bust measure. Price, $1.

No. 2175/19.—DRAPING wrap of black chiffon with velvet bow and jet tassels. The model requires in medium size; 4 yards of 42-inch material; 2 yards of velvet ribbon; 2 tassels. Sizes: 34 to 40 inches bust measure. Price, $1. This could be made under $10 and cost $40 in the shops.

VOGUE PATTERNS RUN THE GAMUT OF THE WHOLE WARDROBE

Smart Lines, Simplicity of Construction and a Timeliness Which Anticipates the Season's Best Fashions Characterize Vogue Patterns

2203/19

No. 2203/19.—EFFECTIVE frock in citron-colored wool éponge with collar of tapestry éponge in Persian colorings. The waist requires, in medium size, 1½ yards of 44-inch material; ⅜ yard of 24-inch allover. The skirt requires, in medium size, 2¾ yards of 44-inch material. Sizes: 34 to 40 inches bust measure; 22 to 28 inches waist measure. Price, 50 cents for waist or skirt; $1 for costume.

WHY A VOGUE PATTERN WILL APPEAL TO YOU

DISTINCTIVE DESIGNS not otherwise obtainable are found in Vogue patterns.

Simplicity of Construction makes seemingly complicated models easy to make.

A Working Advantage is that each pattern is cut in three colors.

Prices

FLAT PATTERNS, WAISTS, SKIRTS, OR JACKETS, 50 CENTS EACH. PRINCESS GOWNS, $1.00.—Waists and Jackets are cut in sizes 34, 36, 38, 40 bust measure. Skirts in 22, 24, 26, 28 belt measure.

PINNED PATTERNS. WAISTS, SKIRTS OR JACKETS, $1.00 EACH.—A pinned pattern is half of a gown made in paper. It is the flat pattern pinned together, and in some instances tacked with thread, to show exactly how the garment is to be put together. It can be taken apart and used for cutting or a flat duplicate may be ordered.

"BUT," you say, "I Would Never Think of Using a Paper Pattern."

—And you are right, so far as the ordinary paper pattern is concerned.

But did you ever stop to think that thousands of women, who would never think of using an ordinary pattern, make practically their entire wardrobes from Vogue patterns?

For a Vogue pattern after all is nothing more nor less than this—a French model (for which the Paris dressmaker would charge several hundred dollars) compressed into a little envelope and delivered into your hands.

The gown which the Vogue pattern gives you has distinction: in every line speaks that particular style and charm which has made the fashions of Vogue the best in America.

Nor is it a Chinese puzzle as the ordinary pattern is. Being cut in three colors of tissue paper the body of the gown is of a different color from the trimmings: the lining is different from both. The pattern speaks its own directions: though you be ever so unskilled you cannot fail in putting it together.

THE DISTINCTION OF INDIVIDUALITY

Not many Vogue patterns are cut from any one model. No one in your vicinity will have the duplicate of the one you buy. The ordinary paper pattern, cut in thousands, is really a design for a uniform: a Vogue pattern is a working model of one distinctive costume.

The dress made with a Vogue pattern will fit you better, it will have more style, it will prove altogether more satisfactory than the dress for which you rely entirely upon the judgment of your dressmaker. And, if it happens to be an object to you to make your dress allowance go as far as possible (and to what woman is it not?) you will find, as thousands of other women have found, that the Vogue pattern is the royal road to economy as well as to style.

No matter what your experience has been with other patterns, look through the succeeding pages critically. Select the gown which seems attractive to you, and send to Vogue for that pattern to-day.

What you will receive will not be a pattern, as you understand the word now, but a working design that will reproduce that dress just as you see it in the picture.

Decide now that the thing which so many well-dressed women have found helpful must be worth a trial to you. And send for your first Vogue pattern to-day.

2170/19

No. 2170/19.—NEW draped model in mole-colored charmeuse. The waist requires, in medium size, 1½ yards of 44-inch material; ½ yard of 19-inch satin for chemisette. The skirt requires, in medium size, 3¾ yards of 44-inch material; 1½ yards of 36-inch material for top of underskirt. Sizes: 34 to 40 inches bust measure; 22 to 28 inches skirt measure. Price, 50 cents for waist or skirt; $1 for costume.

CUT TO ORDER PATTERNS

FOR those who desire an individual touch in their gowns, Vogue makes a specialty of patterns cut to order from original designs or from sketches appearing in Vogue or elsewhere. Our charges for this class of pattern are relatively low.

SKIRTS, in belt measures from 26 to 36 inches, without foundation, $2.50; with foundation, $3.

BODICES AND SHORT JACKETS, in bust measures from 32 to 46, without sleeve, $1.50; with sleeve, $2.00.

PRINCESS GOWNS, in bust measures from 32 to 46, with sleeve, $4.

HALF LENGTH AND LONG COATS, in bust measures from 32 to 46, $3.

MISSES' CLOTHES (from 12 to 16 years, or 32 to 34 bust). Whole suit, gown or long coat, $3; any part of costume, $1.50.

CHILDREN'S CLOTHES (up to 10 years). Whole dress or long coat, $1; guimpe, blouse or skirt, 50 cents.

There is a special offer in connection with these patterns on page 83

2174/19

No. 2174/19.—TUNIC frock with embroidered ornament of absinthe-green chiffon velvet over a chiffon veiled underskirt of pale lemon satin. The waist requires 1⅝ yards of 44-inch material; ½ yard of 19-inch allover. The skirt requires, in medium size, 1¾ yards of 44-inch material; 2¾ yards of 36-inch satin; 1½ yards of 44-inch chiffon. Sizes: 34 to 40 inches bust measure; 22 to 28 inches skirt measure. Price, 50 cents for waist or skirt; $1 for costume.

2172/19

No. 2172/19.—DISTINCTIVE frock in taupe-colored velours de laine with trimmings of tapestry-yellow velvet and Venise lace. The waist requires, in medium size, 1½ yards of 40-inch material; 1¼ yards of 19-inch velvet; 1 yard of lace 8 inches wide for vest and cuffs. The skirt requires, in medium size, 3 yards of 40-inch material. Sizes: 34 to 40 inches bust measure; 22 to 28 inches waist measure. Price, 50 cents for waist or skirt; $1 for costume.

2173/19

No. 2173/19.—SMART costume of citron-colored bengaline trimmed with olive green velvet and écru shadow lace. The waist requires, in medium size, 1¾ yards of 44-inch material; ½ yard of 19-inch velvet; 1 yard of 5-inch lace; 1½ yards of 1½-inch lace. The skirt requires, in medium size, 2¾ yards of 44-inch material. Sizes 34 to 40 inches bust measure; 22 to 28 inches skirt measure. Price, 50 cents for waist or skirt; $1 for costume.

THREE *of the* SEASON'S AFTERNOON COSTUMES

Worth Says—"Let Your Gown Be of Hopsacking if Need Be, but See That It Is Cut Right"—Vogue Patterns Have That Distinction of Line and Design That the Great Couturier Considers So Very Important

"A FRIEND of mine," writes a reader of Vogue, "once accused Vogue of being 'extreme.'

"'Are you quite sure you do not mean "advanced"?'" I retorted. "When narrow skirts first made their appearance I selected one from among Vogue patterns, and though possibly it looked a trifle extreme the first month, it was perfect in cut for the remaining twenty, when I occasionally wore it. If I had chosen a full skirt it would have been passé in a month."

It was the cut, not the material, that counted.

There is no greater extravagance than to buy a pattern for a fashion which is on the wane. And this is an extravagance no woman using Vogue patterns can commit. As soon as a fashion becomes too usual—"passed," in the vernacular of the smartly-dressed woman, Vogue discontinues it. Just think what errors this knowledge will save you in selecting your winter wardrobe. It is so with all Vogue patterns—they are cut right, some displaying conservative but good fashions, others the more extreme trend of La Mode. Vogue's pattern department derives the benefit of exceptional advantages which keep it *au courant* with the smartest, the most distinctive and the most advanced Paris fashions.

This season we hear of drapery—drapery in wraps, drapery in suits, drapery in gowns.

But how drape cloth? How can a tailored suit be draped?

Such questions are answered by the patterns themselves. In the wrap of brocaded tissue shown on the opening page of Vogue's Pattern Section, the back takes charmingly soft lines. The chiffon wrap on the same page is simplicity itself to make, merely having the back ends draped to the front and caught to form the new lines. The tailored suit gives a suggestion of drapery by the simple arrangements of two plaits at each side of the back.

The drapery of a tunic skirt is shown on the opposite page. Here the softening of the line distinguishing the winter fashions is again given, simply by a few plaits at the side front—a mode as practical to follow as it is charming.

That sleeves will be long and tight is another mandate of fashion. Two of the designs above show not only this feature, but the new vest and collar arrangement. The third model shows the tunic in swallow-tail effect and the bertha in its newest form—all three are suitable for afternoon wear.

THREE COSTUMES WHICH THOUGH SIMPLE IN CONSTRUCTION SHOW THE LONG SLEEVES, THE DOUBLE SKIRT AND THE COLLAR OF THE WINTER

No. 2204/19.—TUNIC model in seal brown broadcloth combined with velvet. The waist requires, in medium size, 1 yard of 44-inch cloth; 1⅜ yards of 24-inch velvet for overblouse and revers; ½ yard of 19-inch allover lace. The skirt, 1¼ yards of 44-inch cloth; 2 yards of 24-inch velvet for tunic; 1¾ yards of 36-inch silk for top of underskirt. Sizes: 34 to 40 inches bust measure; 22 to 28 inches waist. Price, 50 cents for waist or skirt; $1 for costume.

2202/19

No. 2171/19.—LONG-SLEEVED frock of navy blue charmeuse with trimmings of shadow lace and a chemisette of cream-colored satin. The model has a full length closing line to one side—an effect repeated in back. The model requires, in medium size, 4½ yards of 40-inch material; 2¼ yards of 4-inch lace; ½ yard of 24-inch velvet for girdle; ½ yard of 24-inch satin for chemisette. Sizes: 34 to 40 inches bust measure. Price, $1.

No. 2202/19.—COSTUME in stone gray and white striped velvet with black satin and Bohemian lace. The waist requires, in medium size, 2⅝ yards of 36-inch material; ½ yard of 20-inch allover lace. The skirt requires, in medium size, 4 yards of 36-inch material; ¾ yard of 19-inch satin. Sizes: 34 to 40 inches bust measure; 22 to 28 inches waist measure. Price, 50 cents for waist or skirt; $1 for costume.

The Splendid Insurance of a Vogue Pattern

First, it insures distinction.

Second, it insures simplicity of construction.

Third, it insures economy.

Economy because although it costs $1, it prevents waste of material. Few women of limited incomes are rich enough to let any gown be a failure.

"Then, too," writes a reader of Vogue, "the patterns save one the mistake of buying the wrong model—which is twice as expensive as the right one, because it must either be thrown away or have money added to it to 'make it do.'"

In using Vogue patterns you can make no mistake.

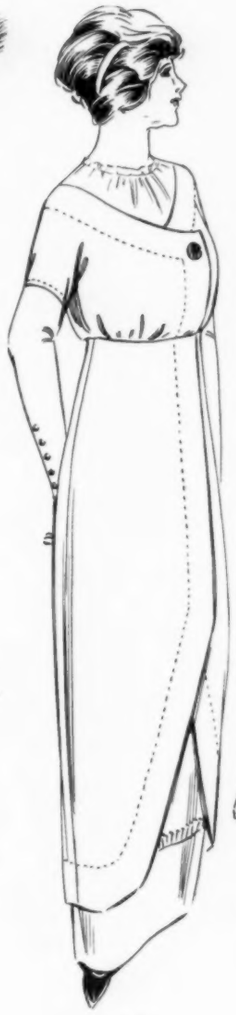
Perhaps you have never considered the possibility of having your clothes made at home. Begin to-day by selecting the model which appeals to you, find the capable small dressmaker or seamstress who will follow it, buy good qualities of material, and note these results:

A dress of more distinctive style.
A dress of better material.
A dress for less cost.

There is a special offer in connection with these patterns on page 83

2207/19

2205/19



2168/19

2206/19

No. 2207/19.—GOWN of charmeuse with trimmings of brocaded charmeuse. The waist requires, in medium size, 1½ yards of 42-inch material; ¾ yard of 36-inch brocade. The skirt requires 3 yards of 42-inch material; ¾ yard of 36-inch material. Sizes: 34 to 40 inches bust measure; 22 to 28 inches waist measure. Price, 50 cents for waist or skirt; $1 for costume.

No. 2205/19.—TAILORED model in bottle green broadcloth. The waist requires, in medium size, 1½ yards of 36-inch material; ⅜ yard of net frilling. The skirt requires, in medium size, 3 yards of 36-inch material; 6 yards of braid. Sizes: 34 to 40 inches bust measure; 22 to 28 inches waist measure. Price, 50 cents for waist or skirt; $1 for costume.

No. 2168/19.—FROCK of taupe charmeuse with trimmings of lace. The waist requires, in medium size, 2 yards of 40-inch material; ½ yard of 44-inch allover for tucker. The skirt requires 5¼ yards of 40-inch material. Sizes: 34 to 40 inches bust measure; 22 to 28 inches waist measure. Price, 50 cents for waist or skirt; $1 for costume.

No. 2206/19.—BLUE charmeuse gown with Bohemian lace. The waist requires, in medium size, 1½ yards of 42-inch material; ¾ yard of 36-inch allover. The skirt requires, in medium size, 3 yards of 42-inch material; 1¾ yards of 36-inch allover; 3⅜ yards of 2-inch insertion. Price, 50 cents for waist or skirt; $1 for costume.

No. 2167/19.—SMART-LOOKING blouse developed in taupe-colored velvet with frills of plaited silk in a matching shade; black satin tie and side sash. The model requires, in medium size, 2 yards of 36-inch material; 1 yard of 36-inch satin for trimmings. Sizes 34 to 40 inches bust measure. Price, 50 cents.

2167/19

INDIVIDUALITY IN PATTERNS AS IN PEOPLE COMMANDS RESPECT, AND IN VOGUE PATTERNS IT IS PRE-EMINENT

FOR those who simply want a dress, stereotyped patterns do of course fill a need; but the fastidious woman who must have distinction and charm, finds it only in the individuality of Vogue patterns.

The great secret of a Frenchwoman's successful toilets is this individuality. She does not follow a mode blindly; she adapts that mode to be a fitting frame for her personality, using it as an art with which she charms.

Select from among these patterns the model which will frame your personality.

In these gowns, for instance, the woman with a faultless figure should wear 2168/19. The more slender woman could wear 2206/19, while she who needs long lines to make her slender would find No. 2205/19 excellent.

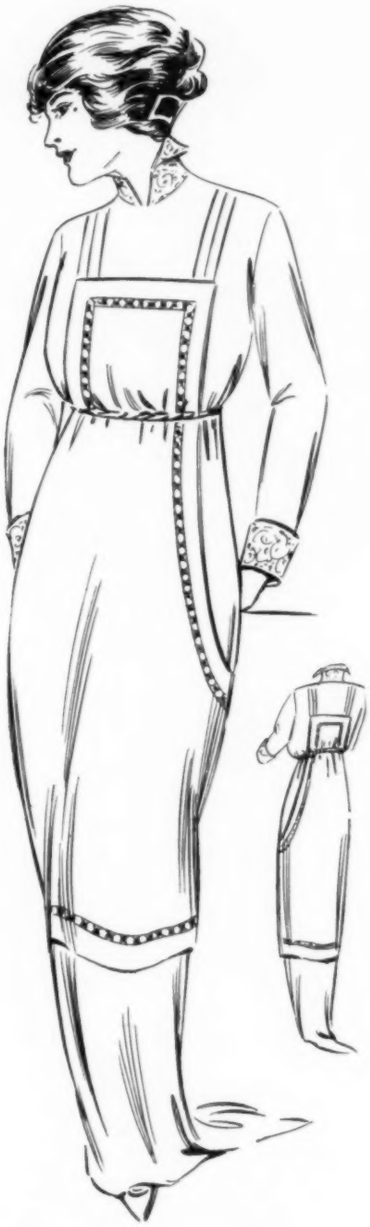
LONG SLEEVES, FANCY VESTS AND ATTRACTIVE COLLAR ARRANGEMENTS MARK THE WINTER BLOUSES

No. 2199/19.—SMART blouse model in ivory-colored crêpe meteore with trimming of lace which match the chemisette. The long, close-fitting sleeves are cut with the body of the waist. The opening is in back. The model requires, in medium size, 2½ yards of 44-inch material; ⅝ yard of 20-inch net; 1 yard of lace, 4 inches wide; 1½ yards of 24-inch silk for lining. Sizes: 34 to 40 inches bust measure. Price, 50 cents.

No. 2200/19.—TAILORED blouse with drop shoulder line developed in navy blue and ivory white charmeuse. The waist is built on a fitted lining and may open in front or back. The model requires, in medium size, 2 yards of 40-inch material; ⅝ yard of 24-inch material for vest, or ⅝ yard of 19-inch allover; 1½ yards of 24-inch material for lining. Sizes: 34 to 40 inches bust measure. Price, 50 cents.

No. 2166/19.—DISTINCTIVE blouse of cream-colored charmeuse combined with brocaded charmeuse and showing touches of amber colored satin in the tie and cuffs. Small crystal buttons trim the collar and narrow center fold of the colored satin running down the vest of brocade. The model requires, in medium size, 1½ yards of 44-inch material; 1¼ yards of lace, 7 inches wide; ½ yard of 24-inch satin. Sizes: 34 to 40 inches bust measure. Price, 50 cents.

No. 2165/19.—PLAITED blouse of white china silk with trimmings of shadow lace in deep écru. The model is designed with full-length plaits after the newest note in blouses. The drop shoulder is featured and deep cuffed sleeves. The model requires, in medium size, 2 yards of 44-inch material; ¾ yard of lace, 7 inches wide; 7 yards of 1-inch insertion; ¼ yard of velvet for bow. Sizes: 34 to 40 inches bust measure. Price, 50 cents.



No. 2169/19.—MATERNITY gown of mistral blue crêpe meteore with chiffon draperies and trimmings of embroidered bands and Breton lace. The model is built on excellent lines with its bib-bodice drapery and over-skirt of chiffon. The waist-line is gathered on a cord which permits of adjustment. The model requires, in medium size, 4½ yards of 44-inch material; 2½ yards of 44-inch chiffon for tunic; ½ yard of allover lace, 18 inches wide; 1⅛ yards of china silk, 36 inches wide for lining. Sizes: 34 to 40 inches bust measure. Price, $1 for costume.

A MODEL HAVING UNUSUAL MERIT AS A MATERNITY DRESS BUT WITHOUT THE APPEARANCE OF ONE

There is a special offer in connection with these patterns on page 83

No. 2158/19.—ROOM Gown of chiffon over charmeuse. The drapery requires, in medium size, 4½ yards of 44-inch material; 1¼ yards of 24-inch allover for collar and cuffs. Sizes: 34 to 40 inches bust measure. Price, 50 cents. The under-dress requires, in medium size, 4½ yards of 44-inch material. Sizes: 34 to 40 inches bust measure. Price, $1. The boudoir cap requires ½ yard of 19-inch allover; 2 yards of 2-inch lace edging; 2 roses. Price, 50 cents.

No. 2198/19.—BLOUSE of fine French crêpe with trimmings of crochet lace and insertion. The model displays the Robespierre collar with the small V-opening at the throat, which may be filled in by a collar of crochet lace. The model requires, in medium size, 2½ yards of 36-inch material; 2½ yards of insertion, 1¼ inches wide; 3 yards of lace edging. Sizes: 34 to 40 inches bust measure. Price, 50 cents.

No. 2208/19.—FISH-TAIL tea gown of lime green crêpe meteore with trimmings of Bohemian lace; also frogs and tassel of dull gold cords. The one-piece sleeve, cut in kimono fashion, is finished with the new deep cuff. The model requires, in medium size, 3¾ yards of 40-inch material, or 4 yards of 36-inch material; 3 yards of 5-inch lace for revers and cuffs; 2 corded ornaments; 1 tassel. Sizes: 34 to 40 inches bust measure. Price, $1.

THREE LOVELY NEGLIGÉES WHICH SHOW SOFT, CLINGING LINES AND EFFECTIVE MODES OF OVERDRAPERY

EVERY edict of fashions from Paris tells us that drapery fairly monopolizes the modes; that materials have an almost unbelievable softness—points which lend themselves to the making of beautiful *robes intime* or negligées.

The robe illustrated above could be slipped on for afternoon tea. To buy in the shops such a model would range from $40 upward, whereas it could be made at home for:

4½ yards of 44-inch chiffon at $2	$9.00
1¼ yards of 24-inch allover lace at $1	1.25
4½ yards of 44-inch charmeuse at $2	9.00
Vogue pattern 2158/19	1.00
	$20.25

No. 2161/19—CHARMING negligée of coral pink crêpe de Chine combined with embossed crêpe in the same shade. The model is designed with a draping coatee lengthening into a pointed train in back and bordered with the embossed crêpe. The model requires, in medium size, 3½ yards of 44-inch material; 1¾ yards of 44-inch chiffon; 3¾ yards of 19-inch allover lace. Sizes: 34 to 40 inches bust measure. Price, $1.

ABOVE IS AN UNUSUAL BLOUSE WITH THE DOUBLE ADVANTAGE OF A HIGH OR OPEN NECK

THIS blouse is an eminently practical one. Its distinguishing features are the attractive collar arrangement and the crocheted lace which forms the trimming. Anyone at all familiar with crocheting could easily make the lace from the detail sketched above. Two crocheted buttons held together by a bride are used as fastenings, slipping through the square mesh of the lace. Bands of the lace form the high collar which is fastened by buttons in the back and held by a pin in the front when the waist is worn closed. Made of French cotton crêpe it would be smart, inexpensive and could be laundered without ironing.

No. 2160/19.—NEGLIGÉE which may be made of leaf green charmeuse or albatross. The model requires, in medium size, 4¼ yards of 42-inch material, or 4¾ yards of 38-inch material; ¾ yard of 27-inch allover, or 1½ yards of 19-inch allover; 4 yards of edging; ½ yard of black velvet. Sizes: 34 to 40 inches bust measure. Price, $1. The boudoir cap requires ½ yard of 19-inch material; ¼ yard of 19-inch allover. Price, 50 cents.

No. 2164/19.—DAINTY matinee of canary-colored charmeuse with trimmings of violet satin and Valenciennes lace. The one-piece model is cut with a tunic effect and belted with folds of violet satin run through loop holes. The model requires, in medium size, 2⅛ yards of 36-inch material; 2 yards of velvet ribbon, 5 inches wide; 10 yards of lace, 1½ inches wide; 15 yards of lace edging; ¼ yard of 19-inch allover lace for yoke in back. Sizes: 34 to 40 inches bust measure. Price, 50 cents.

No. 2162/19.—MATINEE of rose charmeuse. The model requires, in medium size, 1⅝ yards of 44-inch material; 2 yards of 6-inch ribbon; 7 yards of 2½-inch lace; 3½ yards of narrow beading. Price, 50 cents. The petticoat requires, in medium size, 2¾ yards of 44-inch material; 5 yards of 2½-inch lace. Price, 50 cents. The cap requires ½ yard of 19-inch allover; 1¼ yards of lace. Price, 50 cents.

IN MATTERS OF DRESS LET VOGUE DO YOUR THINKING FOR YOU. IT SAVES TIME, WORRY AND MISTAKES

"THERE are no myths in Vogue, and that is a great comfort," one friend of Vogue tells us, appreciating that no suggestion which is not known to be practical, no model which is not distinctive, no pattern which is not what it should be is presented on its pages.

As Vogue merely culls from among the best of the world's fashions as shown in New York and Paris, nothing which is mediocre is countenanced. The busy woman, or the woman who knows her taste is not always good, may with perfect confidence choose from Vogue Patterns and choose rightly.

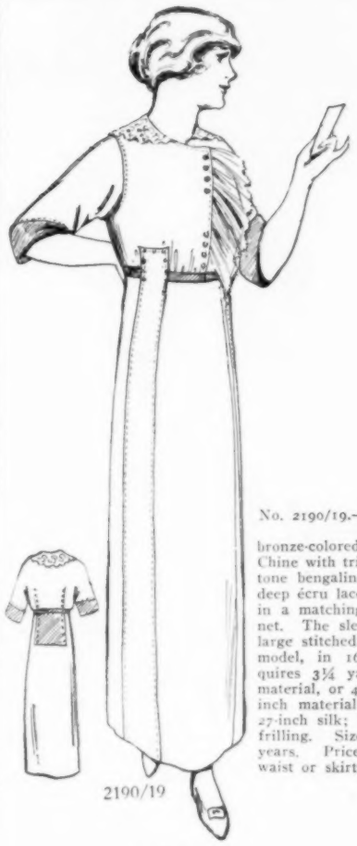
No. 2159/19.—DRAPING negligée of amber yellow crêpe de Chine caught low with an ornament of gold cord. The design is classic in its severity, being devoid of frilly trimmings usually associated with this informal garment. The model requires, in medium size, 4 yards of 44-inch material; 2 pieces of cording. Sizes: 34 to 40 inches bust measure. Price, $1.

SIMPLICITY OF DESIGN MAKES THESE MODELS PRACTICAL TO FOLLOW IN ALL SOFT SILK OR WOOL FABRICS

A NEGLIGEE—the sort everyone must have is shown in 2160. This could be made as a practical garment of albatross in white or a soft color with a collar of allover shadow lace finished by an edging; or it may be as suggested of china silk or charmeuse. The former is naturally more practical as it may be laundered. The cost in albatross:

4¼ yards of 42-inch albatross at 75 cents	$3.19
1½ yards of allover lace at 75 cents	1.12
4 yards of lace edging at 25 cents	1.00
Vogue pattern	1.00
	$6.31

There is a special offer in connection with these patterns on page 83



2190/19

No. 2190/19.—GRACEFUL frock of bronze-colored crêpe de Chine with trimmings of self-tone bengaline and collar of deep écru lace with side frill in a matching shade of fine net. The sleeves are set in large stitched armholes. The model, in 16-year size, requires 3¼ yards of 48-inch material, or 4¼ yards of 36-inch material; 1⅛ yards of 27-inch silk; ½ yard of net frilling. Sizes: 14, 16, 18 years. Price, 50 cents for waist or skirt.

2189/19

No. 2189/19.—YOUNG girls' model in golden brown crêpe de Chine with trimmings of brown velvet and allover Venise lace. The soft waist has a wide draping collar of lace and the sleeves have velvet cuffs buttoning down side frills of lace. The model requires, in 16-year size, 4½ yards of 42-inch material, 1½ yards of silk for underskirt; 2 yards of 24-inch velvet; ⅜ yard of 19-inch allover lace. Sizes: 14, 16, 18 years. Price, 50 cents for waist or skirt.

2163/19

No. 2163/19.—MATINEE of pompadour silk in pastel tones with trimmings of old-French pink charmeuse. The model is outlined by narrow bias folds of the old-French pink. The model requires, in medium size, 2¾ yards of 24-inch material; ¾ yard of 36-inch material for trimming bands; 4 tassels. Sizes: 34 to 40 inches bust measure. Price, 50 cents.

UNUSUAL PATTERN MODELS FOR MATINEE WRAPS AND YOUNG GIRLS' COSTUMES

THE woman who has everything never has too many matinees, provided they are distinctive. They make charming gifts from one woman to another.

Above is illustrated one which may be made from a scarf or a straight strip of silk or crêpe de chine. The pretty cascade effect is given by the plait which is laid in on each shoulder a trifle deeper than the stitching. A scarf could be finished merely by tassels while charmeuse or crêpe de Chine should be bound with contrasting ribbon. The cost:

2¾ yards of 24-inch silk at 75 cents....	$2.07
5¾ yards of ribbon for bands at 10 cents..	.58
Vogue pattern 2163/19.	.50
	$3.15

2176/19

No. 2176/19.—EVENING wrap of double-faced satin in dull gold and bronze with draping collar and cuffs of seal-brown plush, and tassels of seal skin. The fullness of the skin is caught low into a wide bordering bottom flounce which sweeps into a pointed train in back. The model requires, in medium size, 4 yards of 36-inch satin; 1 yard of 24-inch plush; 2 tassels. Sizes: 34, 36, 38, 40 inches bust measure. Price, $1.

2177/19

No. 2177/19.—DAYTIME coat in peacock-green shot moire taffeta, with collar and cuffs of seal-brown plush. The model is built to suggest the lines of the pannier. The sleeves are designed in ragian effect. Seal-brown plush forms a trimming band for the low-draped closing and widely bands the full-length sleeves. The model requires, in medium size, 4 yards of 36-inch material; ¾ yard of 24-inch trimming. Sizes: 34, 36, 38, 40 inches bust measure. Price, $1.

THREE PRACTICAL SMART MODELS *for the* SCHOOL CHILD

At No Age in the Span of Girlhood Does the Careful Selection of the Right Modes Harvest Such Good Results as from Six to Fourteen Years When Sharp Angles Must Be Overcome

FOR every age, from the very small person of six or eight who still wears her hair "bobbed" and perhaps has a tooth missing, to the tall girl of fourteen who looks as though she were walking on stilts, Vogue offers suitable patterns.

At no age does the right dressing harvest such good results as for children during the indefinite period known as "the awkward age."

"What's the use of trying—she is all legs and arms," a despairing mama is heard to say. But there is use, as at just this age the wrong sort of clothes not only hurt a child's pride, but hurt her disposition. She doesn't see why she can't look as pretty as her less awkward playmates, and gradually becomes self-conscious—an unpleasing trait hard to overcome.

Comparatively, just a few heaven-born designers turn their attention to children—but these few Vogue watches. Consequently the really smart frocks, the sort usually hard or well-nigh impossible to buy ready-made, are what we present—the models of smart specialty shops or the designs from the Rue de la Paix.

And a good pattern pays. The fifty cents you spend for a pattern for "just a simple little dress" makes a frock of real distinction.

Take 2179/19 for instance: you have seen other dresses similar to it, but the chances were they hadn't the slim lines, the trig set at the shoulder which characterizes this pattern. It is made unusual by the handwork of wool embroidery down the front panel, and the bands which may be of braid or bias folds of the material.

Though such a dress would cost $15 in the shops, it could be made for:

1¾ yards of 48-inch serge, at $1.25	$2.18
5¼ yards of braid, at 75 cents.	4.26
3 skeins of wool embroidery, at 25 cents	.75
Vogue pattern	.50
	$7.69

The child at the awkward age, whose hight needs breaking, could wear 2184/19 becomingly. The jacket effect shortens too long a waist, while the braid on the skirt detracts from the hight. The model in Copenhagen blue in the 10-year size, made of serge or lansdowne, would cost:

1¾ yards of 44-inch material, at $1.25	$2.18
1 yard of 36-inch silk, for bands, at 75 cents	.75
1½ yards of 27-inch batiste, at 45 cents	.73
Vogue pattern	.50
	$4.16

The frock to the right—2183/19—shows the simplicity which children's clothes should have and yet reflects the style of the "grown-ups." With a Vogue pattern made of dark blue serge and trimmed with black or blue braid, it would be inexpensive to follow.

2183/19

No. 2183/19.—GIRL'S smart looking frock of blue serge with trimmings of black satin, braid and silk crochet buttons. The model is designed with the upper part of the waist and sleeves cut in one-piece in kimono effect. The lower portion of the waist drapes up in a one-piece bib-like section with a separate draped-up lower section. The model in 10-year size requires, 1¾ yards of 48-inch material or 2⅜ yards of 36-inch material; 5¼ yards of braid. Sizes: 10, 12, 14 years. Price, 50 cents.

2179/19

No. 2179/19.—KILTED one-piece frock in navy blue serge with trimmings of blue satin bands and embroidery. The full-length panel front is trimmed down the center with a broad band worked in colored worsted. Bias folds of blue satin trim the square neck, sleeves, skirt bottom and also form the low hung belt. The model requires, in 6-year size, 1½ yards of 42-inch material; 1 yard of 36-inch trimming material. Sizes: 4, 6, 8 years. Price, 50 cents.

No. 2184/19.—GUIMPE frock in Copenhagen blue serge with trimmings of corded silk and yoke and under-sleeves of fine embroidered batiste. Narrow silk folds outline a bolero effect on the waist and form trimming bands for belt and skirt. The model requires, in 10-year size, 2¼ yards of 36-inch material or 1¾ yards of 44-inch material; 1½ yards of 27-inch material for guimpe; 1 yard of 36-inch material for bands. Sizes: 6, 8, 10, 12 years. Price, 50 cents.

2184/19

No. 2188/19.—PRINCESS one-piece dancing frock of rose-colored crêpe météore with lace yoke and embroidery in silver thread. The model requires, in 10-year size, 2¼ yards of 36-inch material, or 2 yards of 44-inch material; 4¾ yards of embroidered banding; ½ yard of 2-inch lace for yoke. Sizes: 6, 8, 10, 12 years. Price, 50 cents.

No. 2195/19.—FULL-LENGTH panel frock of gray ninon voile with fine tucking and trimmings of baby Irish lace and girdle of rose-colored satin. The model requires, in 12-year size, 2⅝ yards of 54-inch material, or 4¼ yards of 27-inch material; 1¾ yards of 2-inch ribbon; 3 yards of insertion. Sizes: 10, 12, 14 years. Price, 50 cents.

No. 2186/19.—TAILORED school frock in one-piece effect, made in gray and white striped French flannel with cuffs and collars of cream-colored flannel and a tie of soft red silk. The model requires, in 10-year size, 2⅛ yards of 36-inch striped material; 1¼ yards of 36-inch plain material for trimming. Sizes: 8, 10, 12 years. Price, 50 cents.

No. 2187/19.—ONE-PIECE frock of light blue crêpe de Chine with trimmings of gold-colored charmeuse, gold thread embroidery and ball tassels. The model requires, in 10-year size, 1⅞ yards of 36-inch material, or 1¾ yards of 48-inch material; 1¼ yards of 36-inch material for trimming. Sizes: 6, 8, 10, 12 years. Price, 50 cents.

No. 2191/19.—ROBE of sheerest nainsook with trimmings of embroidery and Valenciennes lace. The model displays a long panel front trimmed with embroidery in wreath effect joined at intervals by medallions outlined in Valenciennes lace. The model requires: 2½ yards of 36-inch material; 5¼ yards of insertion; 1½ yards of lace edging. Price, 50 cents.

THE FROCK OF THE WELL-DRESSED SCHOOL CHILD SHOULD BE SIMPLE BUT DISTINCTIVE—THE FEATURE OF ALL VOGUE'S PATTERNS FOR CHILDREN

REALLY smart clothes for children are not only very expensive, but frequently hard to find. Some few good specialty shops in New York and the larger cities, and such French houses as Chéruit and Jeanne Lanvin in Paris show them, but being exclusive, they are naturally high priced.

It is just such designs, however, that are used for Vogue patterns. In some cases they have been modeled from the actual dresses of Jeanne Lanvin. The quaintness of her models has a simplicity and a touch of originality which is particularly attractive for children. The cut, as a rule, is simple, and this, when it comes to patterns, is a great advantage. Other designs used for Vogue's patterns typify the best models shown by exclusive New York makers of children's clothes.

Many a woman who hesitates to make her own clothes feels quite at home when making children's dresses. The more direct lines, the less exacting requirements of fit appeal to her as simpler. And they are. But even these simpler styles are easier to handle in Vogue patterns.

For instance, the school frock shown above, No. 2186/19, depends for its smartness on its good lines. If made of striped French flannel, as suggested, it would be practical and above the commonplace.

A party frock or the simplest sort of serge dress could be made from pattern No. 2187/19. This shows the adaptability of the patterns. In a soft crêpe de Chine embroidered by hand and relieved by trimming bands of a contrasting color it would be unusual. Or of dark blue serge with the ball trimming omitted, with the bands of blue and green plaid, and a belt of dull black kid, it would stand hard wear.

Knowing the difficulty that some mothers have in getting patterns in the proper measurements for growing children, we make children's patterns "cut to measure." Here is a list of

VOGUE'S CUT-TO-MEASURE CHILDREN'S PATTERNS

Dresses—sizes: 6 months to 10 years, or to individual measurements	$1.00
Coats—sizes: 6 months to 10 years, or to individual measurements	1.00

No. 2181/19.—SMOCKED school frock. An excellent model for serge or natural color pongee with detachable white linen collars, cuffs, and low-hung belt. The model requires, in 6-year size, 3¼ yards of 30-inch material; ½ yard of 36-inch trimming material. Sizes: 4, 6, 8 years. Price, 50 cents.

No. 2178/19.—ONE-PIECE box-plaited frock of heavy, cream-colored linen with trimming bands embroidered in cross-stitch in dark red and gobelin blue. The model requires, in 4-year size, 2½ yards of 36-inch material; 2¼ yards of band trimming. Sizes: 2, 4, 6 years. Price, 50 cents.

No. 2196/19.—SMART kilted frock of fine French serge in taupe color, with trimmings of all-over embroidered self-tone soutache. The model requires, in 10-year size, 2⅝ yards of 42-inch material; 1½ yards of 24-inch material for collar, cuffs and belt. Sizes: 6, 8, 10, 12 years. Price, 50 cents.

No. 2197/19.—LINGERIE frock of white batiste with trimmings of cream lace, and a sash of blue ribbon. The model requires, in 6-year size, 1¾ yards of 36-inch material; ¾ yard of 18-inch all-over lace; ¾ yard of 2-inch lace edging for sleeves. Sizes: 2, 4, 6 years. Price, 50 cents.

No. 2182/19.—FROCK of fine white handkerchief linen, prettily smocked and trimmed collar and cuffs of rose-pink linen. The model requires, in 4-year size, 2½ yards of 36-inch material; ½ yard of 24-inch trimming material; ¼ yard of batiste for yoke lining. Sizes: 2, 4, 6 years. Price, 50 cents.

No. 2185/19.—PRINCESS model of smoke-gray velvet with trimmings of baby Irish lace and pipings of gray satin. The model requires, in 8-year size, 2¼ yards of 36-inch material, or 2⅛ yards of 42-inch material; ½ yard of 19-inch all-over lace. Sizes: 6, 8, 10 years. Price, 50 cents.

No. 2194/19.—LINGERIE frock of fine batiste with trimmings of Valenciennes insertion and fine tucking. The model requires, in 10-year size, 2½ yards of 45-inch material, or 4½ yards of 27-inch material; 9 yards of lace insertion or braid. Sizes: 8, 10, 12 years. Price, 50 cents.

No. 2192/19.—SMOCKED model of Copenhagen blue cashmire with guimpe of fine batiste trimmed with Valenciennes lace. The model requires, in 8-year size, 3 yards of 40-inch material; 1½ yards of 44-inch material for guimpe; ¾ yard of insertion; 1½ yards edging. Sizes: 6, 8, 10 years. Price, 50 cents.

No. 2180/19.—TAILORED frock in gray serge with collar and cuffs of cream corded silk and small black velvet trimming buttons. The model requires, in 6-year size, 2⅝ yards of 36-inch material; ⅝ yard of 27-inch material for trimming. Sizes: 4, 6, 8, 10 years. Price, 50 cents.

No. 2193/19.—LACE tunic frock of pale amber-colored crêpe météore with cream-colored shadow lace. The model requires, in 8-year size, 1½ yards of 36-inch material; 1⅝ yards of 24-inch all-over; ½ yard of 36-inch satin; 5 yards of lace edging. Sizes: 6, 8, 10 years. Price, 50 cents.

PATTERNS FOR EVERY SORT OF FROCK A LITTLE GIRL COULD NEED FOR KINDERGARTEN OR SCHOOL, PARTY OR PLAY—DISTINGUISHED BY GOOD FORM

A DIVERSITY *of* STYLES *in* SMART TAILORED SUITS

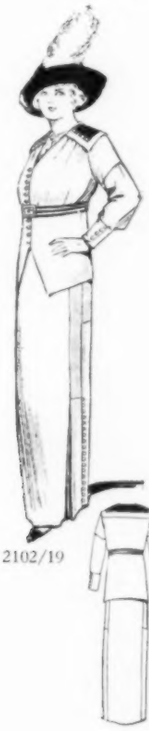
2150/19

2025/19 1851/19 2119/19

2109/19

THREE TAILORED SUITS SHOWING THE CUTAWAY LINES IN THE COATS WHICH WILL BE A MARKED FEATURE OF THIS WINTER'S FASHIONS

Patterns for complete costume, $1; separate coats or skirts, 50 cents each. Sizes: 34 to 40 inches bust measure; 22 to 28 inches waist measure



2102/19

2028/19

2131/19

1966/19

2130/19

1956/19

1984/19

"PENNY WISE AND POUND FOOLISH" is the woman who saves thirty-five cents on a pattern and ruins nearly as many dollars' worth of material.

Is a fifty-cent pattern expensive? Hardly, when it makes a suit you feel proud to wear. It's the attempts, which say all too plainly, "made-at-home," that are expensive. Why? Because they just hang in the closet, or when worn, cause more mortification and discomfort than any dress is worth.

Find "that little sewing woman" who knows the technique of stitching, etc., and depend on a Vogue pattern for the style. One woman tells us, "I have found the little sewing woman, one who can copy like a Chinaman and who swears by Vogue patterns. 'So easy to understand,' she says." And why shouldn't they be?

Experts make them, and the editors of Vogue approve them.

DAY-TIME GOWNS *of* DISTINCTION

The Plainer Models would be Smart in Serge for Morning Wear, and Those Suggesting Drapery may be Developed in Charmeuse for the Afternoon

2051/19

1927/19

1981/19

1939/19

2153/19

2026/19

1926/19

"I CANNOT BEGIN TO SAY HOW MUCH VOGUE HAS SAVED ME," we are constantly told by our readers. One woman says, "I can only testify that I dressed well on little money. A year ago last fall I began to use Vogue patterns, and I found that my last season's clothes were in good style this year. I have made unaided a number of gowns. My materials are excellent, but I rely on good lines rather than expensive trimmings." There is the secret found through using Vogue patterns.

Perhaps you fear to risk having a dress made at home. But you are only judging by old standards. The simple, good lines which are the noticeable features of smart gowns can be had through Vogue patterns.

Patterns for the models shown on this page cost $1 for complete costumes; separate waists or skirts, 50 cents each

The models on this page, for instance, have the simplicity—impossible to buy except in Vogue patterns — which distinguish smart French frocks. For morning wear, No. 2051/19 developed in blue serge, with the collar and cuffs either of embroidered batiste or brocaded wool éponge in oriental colors, would prove inexpensive and very serviceable. It could be used as a house dress and would prove just the thing to wear under a fur coat.

An afternoon dress of charmeuse for receptions or bridge parties could be made from No. 2149/19. This shows drapery in so simple a form that it can be successfully handled by the most inexperienced. And the cost, with a seamstress at two dollars a day, would be in the neighborhood of fifteen dollars. Think of such a dress for such a price!

2148/19

2151/19

1979/19

1964/19

LONG, TIGHT SLEEVES AND THE DRAPED SKIRT IN NEW PRACTICAL PATTERNS

2152/19

2149/19

There is a special offer in connection with these patterns on page 83

2105/19

2029/19

2147/19

The long sleeves, cut-away overskirt and attractively-shaped collar make this one of the smartest of the winter models. It is equally suitable for serge, wool éponge or silk

2054/19

1985/19

2058/19

1972/19

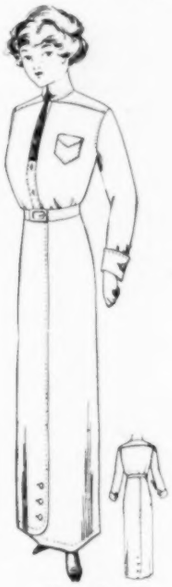
SEMI-TAILORED GOWNS WHICH MAY BE DEVELOPED IN CLOTH—WOOL ÉPONGE—OR SILK

Patterns for the models shown on this page cost $1 for complete costumes; separate waists or skirts, 50 cents each

1997/19

1800/19

1854/19



1925/19

1969/19

1808/19

THE BEAUTY OF LONG LINES

WOMEN whose *bête noir* is *embonpoint* frequently say all the modes are designed for slender people. So on this page we have collected those models having the long lines which will give the appearance of slenderness, even when it is lacking in the figure.

Practical morning dresses are Nos. 2023/19, 2032/19, and 2027/19. These made of a dark blue serge, or of a not too rough material should prove becoming. The first, developed of serge, would be particularly happy, as the straight line down the front and the opening at the foot give length. Here is its cost:

4½ yards of 50-inch serge, at $2	$9.00
¾ yard of striped silk, at $1	.75
¼ yard of net at 50 cents	.13
Pattern	1.00
	$10.88

BY YOUR COLLAR AND YOUR SLEEVE SHALL YOU BE KNOWN—HERE IS A SPECIAL OFFER WHICH ENABLES YOU TO HAVE FIVE OF THE NEW WINTER COLLARS FOR THE USUAL PRICE OF ONE PATTERN—50 CENTS

B-2157/19

C-2157/19

D-2157/19

E-2157/19

A-2157/19

2043/19

The model shown at the top of the page, No. 2043/19, is very similar to a Callot model which heralded the winter season. It would be charming for afternoon wear or as a dinner gown. In either case the cost would be:

4 yards of 44-inch charmeuse, at $2.50	$10.00
3 yards of 44-inch chiffon, at $1.50	4.50
1¾ yards of lace, at $1	1.75
1¼ yards of black satin at $2	2.50
2 yards of lace at .25	.50
1½ yards of velvet ribbon	.75
Vogue pattern	1.00
	$21.00

A similar model in a Fifth Avenue shop has recently sold for $75.

Patterns for these complete costumes cost $1. Or the waist and skirt may be bought separately for 50 cents each. Sizes: 34 to 40 inches bust measure; 22 to 28 inches waist measure.

2049/19

1787/19

2027/19

2032/19

2023/19

1999/19

There is a special offer in connection with these patterns on page 83

DISTINCTIVE WINTER MODES FOR THE AUTUMN BRIDES AND THEIR MAIDS OF HONOR

2033/19

2127/19

2104/19

1736/19

2128/19

Patterns for the models shown on this page cost $1 for complete costumes. Waists and skirts are 50 cents each, except 2101/19, which is sold only as a costume

2126/19

Drapery in one of its prettiest forms is shown in these beautiful wedding gowns. Cream-colored satin and Spanish lace as a trimming would make the sort of dress which is treasured as an heirloom

2101/19

2040/19

2103/19

1878/19

1764/19

2099/19

2056/19 1861/19 2037/19

HOW VOGUE PATTERNS MAY SAVE YOU IN ACTUAL DOLLARS AND CENTS AND YET KEEP YOU SMARTLY DRESSED

ONE woman's actual experience with Vogue patterns will perhaps tell you best. She writes us herself: "Having the normal feminine love of pretty clothes and very little money to gratify it, it was hard to be dressed as I wished to be. Then I discovered Vogue, and I am proud to say I have the reputation of being the best dressed and most up-to-date woman in town! My clothes have been copied by women who spend more on one dress than I do in a season. What I do is this: place implicit confidence in Vogue; then use Vogue patterns."

Evening wraps are always expensive to buy, and their charm usually lies in their individuality. A wrap such as No. 2056/19, made of brocade, would cost $60 to $100 to buy, yet it may be made for $28.

4½ yards of 44-inch brocade, at $4 a yard	$18.00
4½ yards of 44-inch silk, for lining, at $2	9.00
Pattern	1.00
	$28.00

It is a simple but most effective model to follow. Another charming model, suggesting drapery, is No. 1670/19. This could be made for about the same cost.

2091/19 1835/19 2118/19

1772/19 1973/19

ABOVE ARE SMART MOTOR COATS SUITABLE FOR ENGLISH TWEEDS

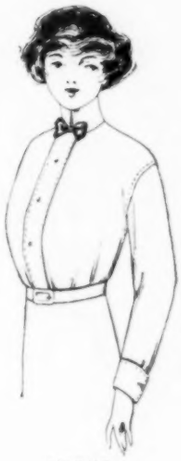
Patterns for the coats and wraps shown on this page are $1 each, except No. 1835/19 which is 50 cents, and No. 2118/19, which is 50 cents for the coat or skirt. Sizes for coats and wraps, 34 to 40 inches bust measure; for skirt and riding breeches, 22 to 28 inches waist measure.

1984/19 2031/19 2048/19 1670/19

There is a special offer in connection with these patterns on page 83

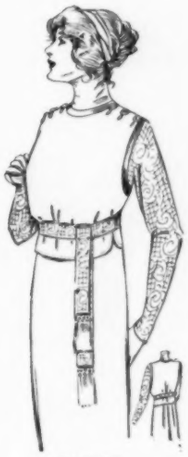
THE INDISPENSABLE SEPARATE WAIST, THOUGH OFTEN EXPENSIVE TO BUY, IS EASILY MADE WITH VOGUE PATTERNS

2005/19



1915/19

2154/19



2009/19

2087/19

2111/19

2006/19

2155/19

1917/19

2117/19

HERE is a blouse which would be equally smart made of chiffon or charmeuse and is just the sort required to wear with a tailored suit. Made of charmeuse matching the suit in color with a vest of white net and net frills it would cost approximately $7.

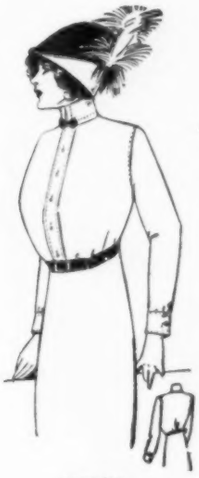
A PARTICULARLY SMART WAIST FOR CHARMEUSE OR CHIFFON

2132/19

2156/19

Patterns for the waists shown on this page are 50 cents each. Sizes: 34 to 40 inches bust measure.

1912/19



2004/19

2088/19 1832/19 1899/19 1991/19 1590/19 1900/19 2038/19

UNUSUAL NEGLIGÉES AND TEAGOWNS FOR THE DRESSING ROOM AND BOUDOIR

2042/19

Here Is a Negligée

which could be easily and successfully made for a fourth of what it would cost to buy.

Usually you buy such robes at a French shop because patterns are unobtainable.

Although unusual in design, this is simple to make. The main robe may be of blue crêpe de Chine, opening at the side-front with overdrapery of deep rose-colored chiffon, with the neck edged with pearl or spangled trimming. The cost:

3¾ yards of 44-inch crêpe de Chine, at $1.50	$5.62
2½ yards of 44-inch chiffon, at $1	2.50
2 yards of trimming, at $1	2.00
4 yards of fringe and tassels	1.25
Vogue pattern	1.00
	$12.37

1895/19 2017/19 1896/19 1730/19 1818/19 1898/19 1817/19 1814/19

Patterns for long negligées are $1 each; short dressing sacques, 50 cents each; petticoat, 50 cents; caps, 50 cents each. Sizes: 34 to 40 inches bust measure.

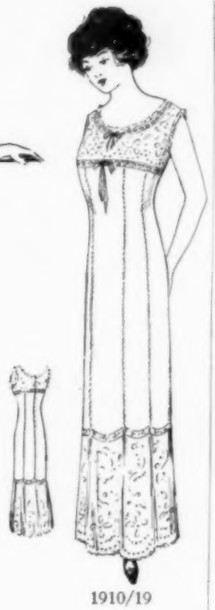
There is a special offer in connection with these patterns on the opposite page

1907/19

1837/19

1905/19

1856/19



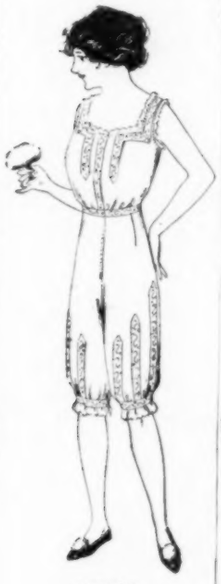
1910/19

1901/19

2016/19

2015/19

1666/19



1904/19

2012/19 2011/19 1909/19

1838/19

THIS IS THE SPECIAL OFFER—BY CHOOSING ANY VOGUE PATTERNS AMOUNTING TO $1 YOU WILL RECEIVE WITHOUT CHARGE THE PATTERN FOR THIS UNUSUAL COMBINATION

2010/19

This combination has recently been placed on sale in a leading Fifth Avenue shop.

It sells from $6.50 to $12, according to the material.

This garment you yourself can duplicate in fine batiste by a few hours' work for $1.63.

Cost—Fifth Avenue Shop—$6.50 to $12.

YOUR COST

2½ yards batiste, at 45c	$1.13
4 yards ribbon	.40
2 skeins embroidery cotton	.10
Vogue pattern (free)	.00
	$1.63

VOGUE'S OFFER

How to Secure This Pattern Without Cost

Vogue wants *you* to try its patterns—to satisfy yourself that exquisite lingerie may be made at a very much reduced cost.

Therefore with any order of $1 or more for Vogue patterns, Vogue will add, without extra cost, the pattern for this dainty combination of chemise and knickerbockers.

Patterns for the models shown on this page are 50 cents each, except No. 1910/19 which is $1. Sizes: 34 to 40 inches bust measure for all patterns except 2012/19, which comes in 14, 16 and 18 year sizes.

EVERY PHASE OF THE YOUNG GIRL'S WARDROBE IS COVERED BY VOGUE PATTERNS—SIMPLICITY OF CONSTRUCTION INSURES SUCCESS

1704/19

1834/19 2096/19 1936/19

2092/19

1922/19 1931/19

THE COST OF A SCHOOL DRESS

Made by Vogue Pattern No. 1931/19

4½ yards of 44-inch blue serge, at $2 a yard	$9.00
½ yard of brocaded wool éponge, at $1.50	.75
1¼ yards of black satin, at 75 cents	.94
Pattern	1.00
	$11.69

Such a dress could not be bought in the shops under $27.50.

THE COST OF A SUIT

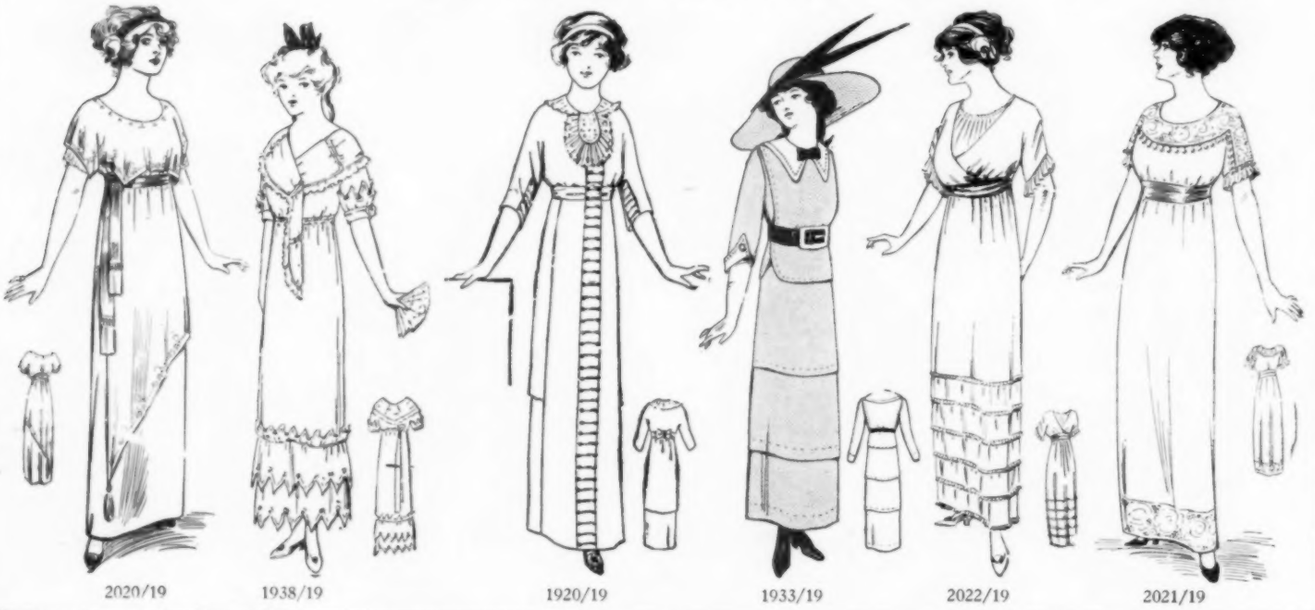
Made by Vogue Pattern No. 1936/19

4¾ yards of 50-inch blue suiting, at $2 a yard	$9.50
2½ yards of silk lining for coat, at $1	2.50
Pattern	1.00
	$13.00
Seamstress, 2 days, at $2 a day.	4.00
	$17.00

A suit in such a cut and quality of material could not be bought in the shops under $25.

Patterns of coats and skirts are 50 cents each. All gowns (with the exception of 1920/19, which is $1) are 50 cents each for waist and skirt. Sizes: 14, 16, 18 years for misses' patterns, and 6, 8, 10 years for children's patterns

2139/19 2142/19



2020/19 1938/19 1920/19 1933/19 2022/19 2021/19

There is a special offer in connection with these patterns on page 83

2138/19 2146/19 2137/19 2001/19 2143/19 2000/19 2144/19

2129/19 1885/19 2145/19 2140/19

1665/19

A COMPLETE BABY LAYETTE

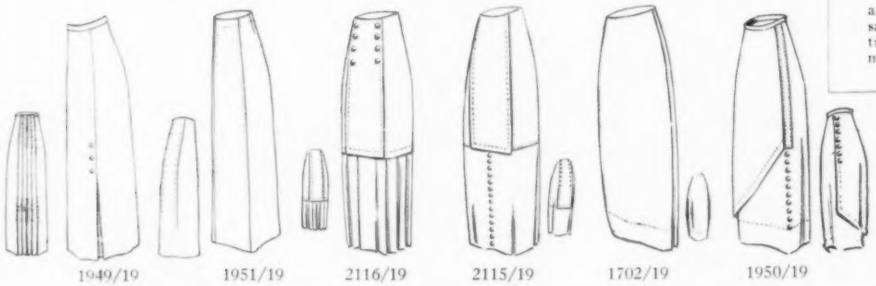
A CHINESE puzzle is nothing to unravel in comparison with the average group of baby patterns put in one envelope.

We know this.

So here is the Vogue way—the simple direct way—to eliminate the puzzle.

Making baby clothes has the charm of fancy work and this pattern is an exact working plan which will save many dollars. Good materials, fine stitches and a trifle of hand embroidery produce costly looking garments—at one-third what you would pay in the shops.

VOGUE'S CHILDREN'S PATTERNS ARE ONE WAY TO SMARTNESS AND ECONOMY WHICH IS ALWAYS SUCCESSFUL



1949/19 1951/19 2116/19 2115/19 1702/19 1950/19

Patterns for the children's dresses and suits are 50 cents each. Sizes: 4 to 14 years. Patterns for women's skirts 50 cents each. Sizes: 22 to 28 inches waist measure.

2082/19

1873/19

1889/19

2074/19

2079/19

2133/19

2075/19

The patterns shown on this page are 50 cents each with the exception of No. 1990/19 which is $1.00. Children's sizes: 2 to 10 years for all patterns except 1873/19, 1888/19 and 2141/19, which run to 12 years. Women's sizes: 34 to 40 inch bust measure.

1888/19

2141/19

2135/19

1913/19

1990/19

MANY WOMEN SAY

"I could make my clothes if I once had a good fitted lining." Well, here it is. These patterns come in regular sizes at 50 cents and $1, but may be cut to *your special measurements;* $2 for waist and sleeves, and $4 for princess slip lining. A made-to-measure lining will prove a great saving of labor for if once right any number of gowns may be cut from it.

2134/19

2136/19

There is a special offer in connection with these patterns on page 82

Tecla Gems

Tecla Pearls and Genuine Diamonds

NEW YORK: 398 Fifth Avenue
PHILADELPHIA: Walnut St. at 16th
WASHINGTON: F and 11th Streets
ST. LOUIS: 621 Locust Street
ATLANTIC CITY: 1913 Boardwalk

Tecla

PARIS: 10 Rue de la Paix
LONDON: 7 Old Bond Street
BERLIN: 15 Unter den Linden
VIENNA: 2 Kärnthnerstrasse
NICE: 16 Avenue Messéna

VOGUE

Extends to its subscribers and friends a cordial invitation to be present at its

ANNUAL AUTUMN OPENINGS

to be held in various cities at the time and place stated below

PHILADELPHIA
Sept. 30, Oct. 1, 2. *The St. James.*

BALTIMORE
October 3, 4, 5. *The Rennert.*

WASHINGTON
October 10, 11, 12.

HARTFORD
Sept. 27, 28. *The Allyn House.*

NEW HAVEN
October 1-5. *The Edward Malley Co.*

ALBANY
October 7, 8. *The Ten Eyck.*

SYRACUSE
October 9, 10. *The Onondaga.*

ROCHESTER
October 11, 12. *The Seneca.*

BUFFALO
October 14, 15. *The Iroquois.*

CLEVELAND
October 16, 17.

CINCINNATI
October 18, 19. *The Sinton.*

LOUISVILLE
October 21, 22. *The Seelback.*

RICHMOND
October 24, 25. *The Jefferson.*

THERE will be on exhibition in each of these cities exact duplicates of the models shown in VOGUE'S Opening on Fifth Avenue. The opportunity is a particularly valuable one for VOGUE'S friends among the dressmakers, and for every woman who seeks early and dependable information of the new season's mode.

The models shown in these Openings will not be published in VOGUE or elsewhere.

Special cards of invitation will be mailed to the friends of any subscriber of VOGUE upon request.

HOW WINTER GOWNS *will be* TRIMMED

THE selection of the trimming for a costume is fully as important as the choice of the material. As though to make up to her devoted followers for any lack of startling changes in the designing of clothes, Fashion allows them unlimited choice in materials and garnitures.

The keynote in all that pertains to fashions for the coming season is a tendency towards extravagance. No matter how costly a fabric may be, one can find a garniture of corresponding elegance. The display in one of the big houses looks like a scene from the "Arabian Nights."

Three features stand out prominently in all trimmings—first, the use of rhinestones in evening garnitures; second, the use of buttons, and third, the extreme popularity of lace. Next in importance is the use of motifs for looping up draperies.

To the person with anything of a technical knowledge of laces, the present season is a sort of nightmare, for each variety of lace is combined with one or two other kinds until the original type is hopelessly lost. Only the most confirmed grumbler, however, would continue to cavil after the first glance at these nondescripts, for they are wonderfully lovely, really more beautiful than the pure types—as they often unite excellences of widely different styles. In real laces, of course, the pure types still remain, but in many instances the imitations are in higher favor.

THE SIX FIRST FAVORITES

Six laces may be taken as forming the groundwork of the various mixtures, and are used in their own form without change more often than any others. Many other laces are largely sold, and many also are locally in great prominence, but Bohemian, Malines, Alençon, Filet, Silk Run, and Flat Venise appear in some degree in the composition of every popular lace of the season.

Real Bohemian lace differs very radically from the imitation. The latter is generally taken to mean a net lace with a sort of "vermicelli" effect of cord all over it, while the real is a most exquisite combination of intricate stitches. Real Bohemian costs about $3.75 for three-inch width, and the imitation may be bought for any price from 50 cents up.

Malines has been a prime favorite on the Continent for a long time. This season's patterns are in extremely delicate designs. One of the favorites is a Vandyke point and pattern in tiny dots, three inches wide, at $1 a yard. Many of the favorite guipure figures are reproduced in charming Malines designs at $1 for a three-inch width.

The original Alençon lace is worked on a net foundation, and the pattern is outlined with horsehair. In the modern examples the same effect is produced by the use of a silk thread. A good quality of Alençon lace may be bought for about $1.25 in a three-inch width.

Filet is a most elastic term, for its only connotation is a foundation of square-mesh net, which may be of any size, and be overlaid with almost any conventionalized design. The real, hand-made filet is a very rich lace, and of great strength and durability. It costs about $2.75 in a three-inch width. There are many satisfactory imitations of filet in all possible designs, in black, gold, and fancy, raised designs. For a three-inch width 50 cents is an average price.

Silk-run lace is not really a definite type, but rather the name for a certain effect. The silk-run lace has a decided pattern of solid stitches with an outline or "run" of silk, and is much heavier than Alençon. It may be bought for $1.25 in a three-inch width.

The patterns of the latest Venise, or as it should properly be termed, Point de Venise, are more true to their originals than almost any other popular lace. It is a rich, closely set, strong lace, but with an air of delicacy that gains it great favor. Motifs in deep points and oblongs are in great favor, and wide bandings are used extensively for trimming costumes and wraps. Made-up pieces of Venise are amongst the handiest of all the laces. Flat Venise is a term used to mark the difference between the flat style and that made with a raised or "repoussé" pattern. A good average for a four-inch width is $2.

THE CLOSE SECONDS IN LACES

Net top laces are in great demand, especially for the flounces of dance frocks and for ruffles. They are not at all expensive, for one can find pretty patterns for 75 cents in four-inch width.

Shadow lace still holds its place as a favorite. Some of the prettiest of frills and ruches that are so popular are still made of this well-known favorite, which can be had for almost any price and in any style. A pretty shadow in four-inch width can be bought for about 50 cents, or one may pay $1 for the same width.

Macramé lace is undoubtedly in the first ranks of fashion. It costs about $1 for a three-inch band.

Chantilly is always in style. This season it is shown in patterns that are a combination of many of the other popular styles. It is the most satisfactory lace for general use. The "medallion" patterns are in greatest favor. A good Chantilly would be about 75 cents in a four-inch width.

Point d'esprit laces deserve all the favor accorded them, for they are lovely, delicate laces of great durability, and not at all high priced. Pretty styles are sold in four-inch width for about $1. Spanish lace is also coming into favor. Ten-inch banding costs about $5.

EVENING GARNITURE

Rhinestones and tiny spangles are conspicuous factors in evening garniture.

The allover trimmings are to be much used as draperies. A net of white silk in square mesh thickly sprinkled with rhinestones is eighteen inches wide and costs $7.50 a yard.

Chiffon sprinkled with dewdrops is $1.75 in a 36-inch width. The latest novelty in beaded all-over is a fine mesh net on which is a pattern of minute crystal beads and spangles which give the effect of frost work. It is twenty-seven inches wide, and costs $7.50 a yard.

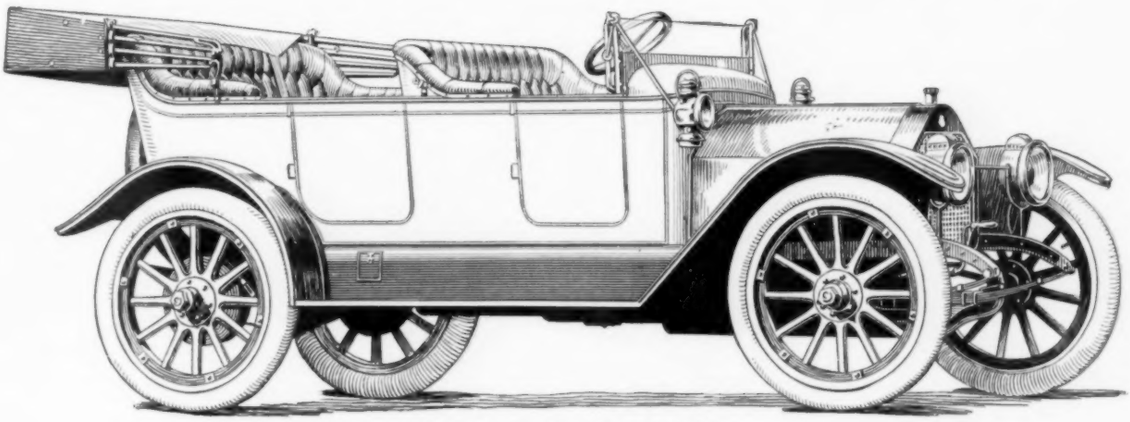
The use of net as a foundation for all sorts of garniture is most marked. "Satin pearls" are combined in beautiful effects and in the most exquisite color schemes. A three-inch banding costs $4.50.

In rhinestone ornaments the latest drop effect shows a long stone like an earring with a back. This costs $1.50 in the narrow, one-inch style with a heading of single stones.

The vogue of single rhinestones in bands, and occasionally used alone, continues. One can now buy the stones ready to use, in bunches containing one gross for $1.85, while those sewn on bands cost $1.50 a yard.

All sorts of motifs and buckles are in fashion for looping up drapery. One sees them in every possible material and color. Quite the newest is a combination of black and white beads made up in a buckle or a double ring, costing $1.85. Another decided novelty is a huge hook and eye of pearl or jet beads, which costs $1.50. Several of the laces and garnitures mentioned in this article are shown on page 60.

The Maxwell "40" for 1913



$1675 fully equipped, f. o. b. factory

The Greatest Maxwell of All

Larger—More Power—More Refinement

NOTABLE FEATURES

Left hand drive
Center control
Long stroke silent motor
Selective transmission
116-inch wheelbase
36-inch wheels
Demountable rims
French design body
Black and nickel trim
Metal bodies—24 coats of paint and varnish
Roomy tonneau
Turkish cushions
Two front doors
Effective dash ventilators
Self-starter
Stylish mohair top and side curtains
High grade lamp equipment
Electric lights
Concealed horn
Tire carrier and protector
Extra tire rim

1913's Biggest Value in Three Models

Beauty, luxury and comfort have been developed to the utmost in the handsome Maxwell "40." Every refinement, every detail, is the very latest. Nothing that would make the Maxwell "40" better has been spared or omitted.

The new 1913 Maxwell is the finest car we have ever built. It is larger, more powerful, finer in every way. But it remains characteristically a Maxwell. That is, it retains the mechanical features responsible for the extraordinary Maxwell durability, endurance, economy of operation and upkeep.

The "forty," is made in two body styles—the touring car $1675 and roadster $1625.

Maxwell "30"

We offer also the "thirty" touring car $1145 and the "thirty" roadster $1110. Our "thirty" made a great hit last year and we were unable to build enough to supply the demand for it. It is improved and enlarged as the leader has been and we are confident will retain its supremacy in its class.

Maxwell "22"

In the new Maxwell "twenty-two" we have the spectacular automobile value for 1913. At $785, fully equipped, including self-starter, the "twenty-two" will make an instantaneous hit. If you are interested in this model, we urge you to see the car, get a demonstration and make your selection at once in order to insure delivery. Our entire output of this model for 1913 is already sold to dealers.

You should buy a Maxwell because— It holds the World's speed record in its class. It is the national touring champion—winner of the Glidden Tour. It lasts longest—proven by actual State registrations. It costs less to maintain—proven by public demonstration.

Deliveries Now. Dealers everywhere are prepared to make deliveries at once. We will be glad to send you the advanced Catalogue for 1913. Write for it.

United States Motor Company

MAXWELL DIVISION

40 West 61st Street **New York City**

Maison

JAQUELINE

THE woman much in the public eye who must always rely on her own personality demands supreme individuality in her gowning. Sarah Bernhardt, one of the most famous of these women characterizes Mlle. Jaqueline as "the greatest dressmaker in America."

IT is the constant aim of Mlle. Jaqueline to express the individuality of her customers. The regular patron of this establishment can never find herself subservient to the tyrant fashion.

20-22 E. 46th Street
New York
Opposite the Ritz-Carlton

WHERE ALL IS VANITY

Paris Excels in the Manufacture of Bibelots and Little Extravagances that Require the Expenditure of an Infinite Amount of Skill and Time

The pearl rises like a magnolia bud from a calyx of platinum and diamonds

THE vacillations of fashion are nowhere more rapid than in the accessories of dress. No sooner do we become accustomed to a certain form of hat pin, chain, lorgnon, glove, bow, or buckle, than lo! we find that the indefatigable designers of the rue de la Paix have launched a dozen newer, and always it seems, prettier models.

HAT PINS, FOR EXAMPLE

How they change, and what fabulous sums can be spent upon them! A model of a pin which has been particularly popular in Paris this year, especially since it was adopted by that fascinating actress, Yvonne de Bray, who wore it indiscriminately in her plainest walking toques and in her most elaborate picture hats, is shown in the sketch in the upper left-hand corner. A large and beautifully colored fresh-water pearl rises like the bud of a magnolia out of a small calyx of platinum and diamond chips, and a single spray of diamond leaves runs around the base and half-way up on one side.

The pin sketched in the opposite corner is composed of diamonds and amethysts in the original, though rather obscure design of a Scotch thistle. It shows the mode of putting a large, colored stone, round, square, or oblong, in a high, pronged setting of diamonds. In this particular pin, the amethyst, which forms the blossom part of the thistle, is of unusual size, so that the pin is quite as large as the bud of the natural flower. The prickly burr part is formed of lines of diamonds set in charming irregularity to simulate the true shape of the thistle. Each alternate line ends respectively in a single large diamond and in a large and a small stone which frame the many faceted amethyst.

BAG AND CHAIN FASHIONS

Jeweled bags and purses, plainer leather bags, and almost every known extravagance in the form of change purses, are the rule, but to be in the very latest fashion one must carry a moire bag with the costly jeweled clasp familiarly seen on link bags of silver and gold. From one of the oldest and best known jewelers of the rue de la Paix comes the attractive model illustrated near the top of the page. It is made of black moire antique with a heavy bar of platinum thickly studded with diamonds in an elaborate filigree design. The bar curves in a graceful line from rounded corners to a pronounced point in the middle, where the small diamonds of the setting run in an unbroken line into the larger diamonds that form the clasp. The bag is carried by means of a short but very heavy cord of black silk.

A novelty jewelry shop is showing an old-fashioned, heavy, black silk cord chain for muff, fan, or watch, into which are inserted, at every few inches, carved links of oxidized silver that extend from either side of a square-cut topaz or some other semi-precious stone.

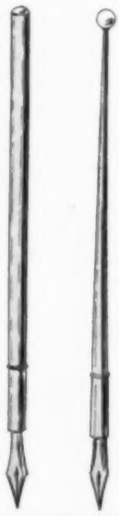
There is a rich simplicity in this jewel-barred bag of black moire antique

The cord is knotted in the middle and at each end where it joins the silver links. It fastens by two silver hooks, so that it may be opened out perfectly flat, and thus permits of more than one article being attached to it. These cords, which look particularly well with dark cloth tailor suits, are inexpensive, for they cost but 15 francs in any kind of stone desired. Naturally, the stones are imitation, but the silver is solid and heavy, and the work good.

A ROSE FRAME

A frame is a bibelot which always delights the French; so it is in Paris that one finds the most attractive products of the frame-maker's art. The cabinet-size frame sketched in the middle of the page is of heavy gilt, ornamented with clusters of small porcelain roses in exquisite shadings of old-rose. The band that forms the frame is nearly two inches wide, with a perfectly plain center and raised edge, ornamented with leaf engravings. The tiny nosegay of the roses that graces the top is a pretty substitute for the timeworn bow-knot of gold. Small, single roses of the porcelain decorate each corner. The engraving is all done by hand, and each separate rose petal is so painstakingly executed that the flower is really a perfect little masterpiece. Price, 58 francs.

Small, shaded, porcelain roses bloom prettily on a frame of heavy gilt



Gold penholders topped with precious stones

PENHOLDERS DE LUXE

Exquisite penholders of solid gold topped by precious stones are among the fantasies being shown by another shop. These are light and smooth, easy to hold, perfectly balanced, and simple in form. The right-hand pen of the two sketched at the bottom of the page points from its slender base to an attenuated top that ends in a small, round pearl. The other, somewhat heavier in form, is of the same thickness throughout, and is ornamented by a turquoise matrix sunk deep into the end. These extravagant trifles for the desk or writing case are each priced at 225 francs.

Hat pin cunningly contrived with precious stones to represent a Scotch thistle

A TRANSPARENT TEA TABLE

Tea tables of glass may sound about as practical as the glass slipper of nursery-day fame, but they are in reality infinitely more durable than their name would indicate. The glass is fitted in a heavy framework of brass, and mounted upon brass legs, fashioned after the legs of Chippendale furniture. It looks much like a huge jewelry box, about a yard square and a foot high. A box it really is, and in that lies one of its charms, for each of the four sides opens out, and being provided with a strong brass brace, may, when the table is in use, serve as extra shelves or extensions, while when not in use, they close up tight, the cups and saucers are placed inside, and all is kept fresh and free from dust. These tables are exceedingly pretty, easy to keep clean, and since they are mounted in the brass setting and made of heavy beveled glass, there is small danger of breakage, and none of scratching, blistering, or marring the polished surface by cups of hot tea, as so often occurs with trays and tables of polished mahogany. Price, 300 francs.

FOR THE BOUDOIR

The French notion of what is pretty and appropriate for footwear does not always coincide with the American idea, but occasionally one finds something in this line which appeals quite as strongly to the one as to the other. In the mules shown in the lower right-hand corner, all these difficulties are overcome. The slipper is made of pale pink satin and covered with heavy white linen, embroidered in eyelet work with medallions of drawnwork. The top is bound by a double bias piping of the satin, and a tiny rosette of pink chiffon is placed slightly to one side. Price, 10 francs, 90 centimes.

NOTE.—One franc is equivalent to twenty cents, and five centimes to one cent.

If you do not receive VOGUE *regularly, page 8 is to you the most valuable page in this number.*

Daintiness personified is this mule of pink satin and embroidered linen

La Promenade des Toilettes

which each season is the fashion event of America, will start on Tuesday, *October first*—and will be continued for a number of days, so that women from all over America may journey to the House of Fashions to see the

New Gowns, Wraps, Furs and Millinery from the Famous Couturiers and Modistes of Paris

If you adore fashions (and you surely do) there is probably a voice from within that is making you long to be in Paris and see the modes that are truly new and endorsed for this season by the famous Dictators of Style. If you are in California, the Middle West, the South, or the North it will be more advantageous to come to the House of Fashions in New York, for in "La Promenade des Toilettes" you will be privileged to see the New Modes from *all* the Fashion Creators of Paris.

In Paris, as well as in New York, we are recognized to be the *largest importers* of Modes. And this Exhibit will again emphasize this unique record.

We hope that you will avail yourself of the opportunity to visit "La Promenade des Toilettes," for we have planned to make it the most beautiful fashion exhibition ever presented in America.

GIMBEL
BROTHERS
NEW YORK

Broadway and Thirty-third Street

"The Crowning Attribute of Lovely Woman is Cleanliness."

Dress Wisdom

THERE'S art in woman's attire — the gown proclaims the woman. The woman may select the gown, but the gown has its sure effect on the thought, action and character of the wearer. And our characters influence all whom we meet.

Dress is the chief factor in environment. And environment shapes, molds, colors and tints our lives. Wise dressing means poise, good taste, health, happiness and sweet content.

The well-dressed woman blesses and benefits herself —and the world—for she adds to its joys. And we can not imagine a woman well dressed without Naiad Dress Shields. They add the final assurance of cleanliness and sweetness.

Naiad Dress Shields are hygienic and scientific. They are a necessity to the woman of delicacy, refinement and good judgment. They are healthful to the skin. As they are made without rubber, they do not have its unpleasant odor.

They are quickly and efficiently sterilized by immersing in boiling water for a few seconds. To be obtained at stores, or a sample pair sent you on receipt of twenty-five cents. Every pair guaranteed.

A handsome colored reproduction of Coles Phillips' beautiful drawing on heavy paper, 10 x 12 inches, sent for 10 cents. No advertising.

The C. E. Conover Co.
Manufacturers
101 Franklin St., New York

THE EVOLUTION *of the* BRASSIÈRE

From an Ill-Fitting Bandage That Knew Not Special Requirements, the Brassière Has Developed into a Model for Each Individual Figure

IT is an acknowledged fact that many of the most popular lingerie fads and fancies in Paris are flat failures when they are brought over here simply because they are not practical to launder. The Parisienne loves the shimmer of silk and the softness of filmy lace, but our women will have none of it in their underwear unless the effect can be obtained in washable materials.

Not so long ago it was sufficient to have one's lingerie made of extremely fine fabrics and trimmings, but Fashion has grown so exacting that it will not now allow the slightest wrinkle or fullness which makes an ugly pucker beneath a filmy gown. Nowadays we must have our under-dress as carefully designed and tailored as our outer garments, and on exactly the same lines. So the smart *lingères* are designing well-fitting models to which nothing but the name of the time-honored originals remains.

The process of elimination has been strenuously practiced. Drawers have been put under the corset, and consist of little more than a yoke with skimpy ruffles short enough to avoid the hose supporters; petticoats have either disappeared altogether or are made in one with the corset cover in a snugly fitting or princess style; and corsets attained such extreme importance as the prime factor in the creation of the slender silhouette that for a time they could not rightly "find themselves" and grew to impossible proportions.

ENTER THE BRASSIÈRE

But this uncomfortable rigidity was not accepted for long without a cry of protest. The next problem was to find something that would permit independent movement above and below the waist and yet properly confine too buxom proportions. Then someone remembered that there was a solution of the difficulty at hand. The brassière leaped at once into favor, for it was found that this garment could take the place of the top part of the corset, which had been cut extremely low to allow freedom. The brassière was so much better than anything that had been found that it attained instant popularity, but alas! Fashion still looked coldly on the actual result and declared that though the brassière was the best solution yet offered to her, she was not entirely satisfied, for it failed to meet her pet demand. Beyond size grades, the brassières first brought out recognized no individual requirements, even in the most widely diverse figures. The most beautiful creation has not the ghost of a chance unless it meets Fashion's requirements, and so it was with the brassière. In vain did it close in the back, or on the side, or in the front—the inexorable finger pointed to the woman with a high bust bulging over the top, and the woman with a low bust gathering the same style brassière into unsightly fullness.

The well-fitting yoke of convent embroidery is the popular feature of this brassière

Washable brassière made of indestructible net veiled with allover Valenciennes lace

The front panel of this allover embroidery model is most becoming to the figure

A carefully designed model suitable for the extremely developed bust

THE BRASSIÈRE OF 1912

This was at the end of last season. At once the brains of the manufacturers of underwear and corsets (for the brassière is classed with the latter) set to work to fulfill the new requirement. The brassières for the winter season are therefore not only new, but have a definite and individual cut to suit the widely different requirements of various figures; they also meet the demands of special styles of dress. For the stout woman there are designs which hold forward a loose bust and the flesh under the arms, and give firmness to both. Others uplift a low bust, and still others reduce a too prominent bust, sometimes with specially cut reinforcements to confine the flesh that tends to bulge over the top of the corset at the sides and back.

The slender woman also has her special models. If she is very thin there is a model with invisible pockets, trimly buttoned, which contain a sanitary, washable padding that may be used in just the desired quantity to effect a perfectly natural roundness.

Another line of models is made without shoulder straps for décolleté gowns. These brassières are adjusted to fit so firmly over the bust and around the waist that they cannot slip, and so make an ideal undergarment for evening wear. One of the best features of the brassière, especially in the décolleté models, is the possibility it affords for wearing a shield when it is impossible to sew it in a kimono waist.

THE QUESTION OF TRIMMING

When it comes to the question of trimming, one need only decide which is the most attractive amongst a host of fascinating designs. Allover embroidery is perhaps the most attractive, but the latest material used is a strong, open net, covered with allover lace which is not only effective, but washes nicely. Many women use this style as a lining for chiffon or other thin materials.

The topmost of the models illustrated on this page is a prettily trimmed example of the popular yoke brassière. It crosses in the back and fastens to the corset steel in front with loops or buttonholes. This same model is made up to open in front as are most of the latest brassière models. Lingerie cloth forms the body of this garment, and convent embroidery adorns the well-fitting yoke. Price, $2.50.

The latest fancy in brassières is shown on the left of the two middle drawings. It is made of indestructible net veiled with allover Valenciennes lace, a combination that is at the same time attractive and durable, and launders splendidly. Price, $5.

To the right is the sketch of a model of allover embroidery and lace insertions priced at $5. Its special feature is the front panel which throws the figure into becoming curves.

The lowest drawing is of a brassière designed to support the extremely developed bust. It is made of unstretchable lingerie cloth, cleverly seamed; lace and embroidery lend the requisite touch of feminine daintiness. Price, $3.50.

First Announcement
of the New Forest Mills

Fine Weave Underwear

THE present fashion in woman's dress has brought about a demand for underwear which shall be fine woven, close fitting and attractive to the eye and touch. This demand for Fine Weave underwear is being met by

Forest Mills
KNIT UNDERWEAR

Hand Finished

in the "*Fine Weave*"

Any woman who prefers this Fine Weave underwear to the regular weave can find all Forest Mills sizes, weights and shapes duplicated in the "Fine Weave." The Fine Weave underwear has the same hand crochet finish at the neck as the regular line, and is sold at the same price, for the corresponding quality. The Fine Weave can be had in lisle, silk lisle, wool, silk and wool, and cotton. It is made in sizes to fit every figure, is made in three weights—thin, medium and heavy—and is sold at all stores where good underwear is sold.

Note the styles in the margin

Dutch necks, low necks, high necks, elbow sleeves, long sleeves, short sleeves and sleeveless, knee lengths and ankle lengths, union suits, vests and tights are all to be had in both weaves, all bearing the celebrated Forest Mills trade-mark which guarantees their quality and finish.

Prices 50 cents to $4.00 a garment. We will be glad to send you the Forest Mills style book for the asking

Brown Durrell Co.

NEW YORK
Brown Durrell Building, 1 West 19th Street

BOSTON
Brown Durrell Building

CHICAGO
Textile Bldg., Adams St. and Fifth Ave.

Lochinvar and Ellen

"So stately his form,
And so lovely her face
That never a hall
Such a galliard did grace."

Famous Sweethearts

Like the stories of the famous sweethearts of romance and history, Nabisco Sugar Wafers always delight. Their fragile goodness imparts a new charm to every form of dessert. In ten cent tins, also in twenty-five cent tins.

CHOCOLATE TOKENS — Another exquisite dessert confection — chocolate coated.

A Famous Sweet

NATIONAL BISCUIT COMPANY

Whitman's Continent-Covering Chocolates

Sold in every state—in nearly every town. Always the same—fresh, perfect and doubly guaranteed. Sold only at special agencies displaying the sign:

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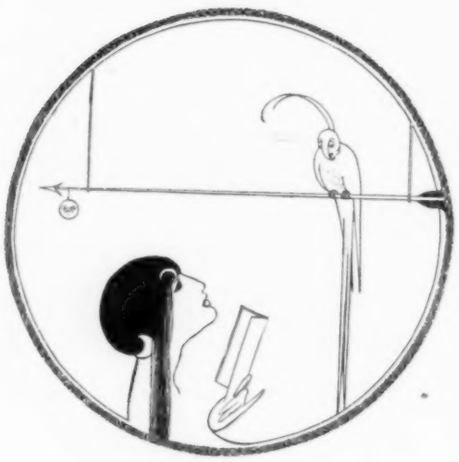


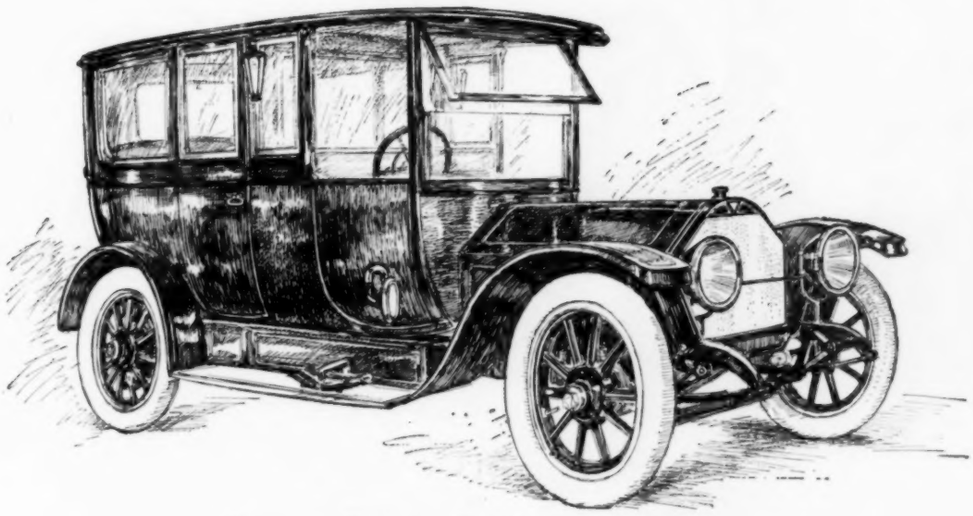
WHAT THEY READ

THE DRAMA OF LOVE AND DEATH: A STUDY OF HUMAN EVOLUTION AND TRANSFIGURATION, by EDWARD CARPENTER, should not be mistaken from its title for a systematic treatise. It is really a set of speculative essays, each of which could stand alone, but all of which are loosely connected by the common thread of the author's personal mysticism. Mr. Carpenter employs at times the cautious expressions of the scientific investigator, but much of his bold and charming speculation is based upon the assumption of things that he himself brings in question, and the essay on "Love," which gives title to the volume, is perhaps the best of all, as being least dependent for its plausibility upon violent mystical assumptions, though it is essentially mystical. "The Art of Dying" derives its charm from the boldness of its speculative positions, most of which will be found far from convincing by all except thorough-going mystics. This essay is really in two parts, which appear as Chapters V and VI of the volume. Closely related to these chapters are those concerned with survival after death and the hypothetical inner or spiritual body. Mr. Carpenter in one of these chapters hits upon an idea that used to be advanced by orthodox believers in the resurrection of the body. In the chapters dealing with so-called spiritualistic manifestations, the author exhibits his credulity while reserving final adhesion to the ultra-spiritualistic view. He takes Paladino more seriously than she is taken by most investigators, now that she has been so often exposed at her American seances. Again in the chapter on "The Mystery of Personality," Mr. Carpenter seems to accept as accurately descriptive the term "double personality" as well as that of "sub-conscious self," both of which may well be merely names for our ignorance. In style Mr. Carpenter's book is remotely reminiscent of Sir Thomas Browne, though never rising quite to the splendor of that old worthy. The speculative interest of the book makes it as detaining as the liveliest fiction. (New York and London: Mitchell Kennerley, $1.25 net.)

LAME AND LOVELY, by FRANK CRANE, is a volume of short essays enforcing a spiritual conception of life, but not contemning the body, and even recognizing the value of most things scorned by the ascetic thinkers. Mr. Crane's initial essay, which gives title to the volume, takes that title from a phrase in Charles Lamb's lovely essay on "The Child Angel." It embodies a plea for "our lower nature," and notes how the infirmities of great men, such as Washington's oath at the battle of Monmouth, Lincoln's repute as a teller of somewhat coarse stories, and the like, endear them to their fellows. In the essay on "Friendship" the author strikes a note that every man or woman who has known a friend will acknowledge as true. "The Difference Between Good and Bad" is a sturdy attack upon the indifferent in these matters, as more dangerous than those frankly vicious in practice—from which opinion it may be inferred that the essayist is no pragmatist.

Others of the essays deal with the advantage of confession, with the pulpit, with individuality, with immortality, with altruism, and other matters more or less related to religion or morals. Strikingly original these essays are not, but they have charm and interest, and they are valuable as urging a high view of life. (Chicago: Forbes & Co., $1 net.)

(*Continued on page* 96)



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Designed by 48 Leading Engineers

HUDSON cars are designed and built by 48 expert engineers, at the head of which body is Howard E. Coffin, America's leading automobile designer.

These men were gathered from 97 leading factories of Europe and America and have had a hand in building more than 200,000 motor cars.

They have contributed all their experience and skill to the production of the HUDSON "37" and the "54" HUDSON. These cars are the best they know.

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The Limousine on the "37" chassis is $3250, and on the "54"—the Six—chassis—is $3750. The Coupe on the "37" is $2350, and on the "54" $2950. Prices are f.o.b. Detroit. Open bodies—either Touring, Torpedo or Roadster type—are furnished at extra charge.

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Plymouth Fur Company

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WHAT THEY READ

(*Continued from page 94*)

SURF LINES THAT MARK WHERE WAVES OF THOUGHT FORMED CREST AND BROKE UPON THE SHORE OF A WAYFARER'S MIND is an interesting attempt to put into verse the religious philosophy of an anonymous writer. The author takes a spiritual view of life. While widely acquainted with the results of scientific investigation, late and early, and with modern higher criticism as applied to the scriptures, Hebrew and Christian, he reconciles in his own mind such knowledge and such criticism with Trinitarian Christianity. The little volume is close packed with the author's thought, but no lover of poetry can give his verse high praise. Most of it is in the unmusical staccatto of Butler's "Hudibras," though he has not employed the same metrical forms as Butler, and his diction a good deal of the time is also Hudibrastic. Now and then, however, he shows capacity for an elevated and even distinguished diction, and for something that approaches mastery of poetic form. The stanzas addressed to the Church sometimes have these qualities, and the like is true of the stanzas addressed to the three Persons of the Godhead. Such verse was well worth writing, but a large part of the author's 450 stanzas would have been better put in prose. (New York: The Knickerbocker Press, $1.25 net.)

A PRISONER OF WAR IN VIRGINIA, 1864-5, by GEORGE HAVEN PUTNAM, is a brief but fascinating account of the author's experience in Libby Prison and another Confederate military prison at Danville. Mr. Putnam, for many years past eminent both as publisher and publicist, found himself at the opening of the civil war a youth of less than eighteen, engaged in studying in Germany. He came home to volunteer, and at Cedar Creek, in October, 1864, held the rank of First Lieutenant and Adjutant in the 176th Regiment, N. Y. Infantry. Early on the morning of October 19, he and eight or ten privates sent out upon a dangerous quest were captured by Early's men. After a long march and an unsuccessful attempt to escape, he reached Richmond, and was lodged in Libby Prison. He had been deprived of nearly everything worth having by his first captors, and now the prison authorities took $150 which he had sewed up in his shirt. The narrative which tells of Mr. Putnam's imprisonment at Richmond and at Danville, shows how shocking was the condition of the prisoners by reason of filth, lack of fuel in winter, starvation, and the absence of anything approaching decency of equipment, but he permits himself no bitterness of expression, and tries to find excuse for the Confederates in their own need at the time. As a story the little volume is of absorbing interest, and, like everything of Mr. Putnam's writing, its style is delightful. (New York: G. P. Putnam's Sons, 75 cents net.)

HEALTH AND HAPPINESS, by ELIZA M. MOSHER, M.D., is one of the best of many recent books dealing with the health of girls and designed to teach them how to fit themselves for marriage and motherhood. Dr. Mosher is widely and favorably known in her profession, and her experience peculiarly fits her for imparting the sort of information contained in this book. She addresses herself directly to her young readers, and after giving them a simple plan for assuring a good and sanitary carriage of the body and head, she tells in plain language all that a girl needs to know of anatomy and bodily function. It would be difficult to praise too highly the fashion in which the author has dealt with her topics, and the admirable taste that makes it impossible that her book should shock or offend. The wisdom of couching her information in the form of letters may be questionable, but she has not sacrificed much space to this form, and has made up the loss by the succinct manner in which she has expressed the essentials of her book. (New York: Funk & Wagnalls, $1 net.)

OUR BABY, by RALPH OAKLEY CLOCK, M.D., is a guide to the mother of the normal infant. Now the normal baby is not a sick baby, but a well baby, so that Dr. Clock does not give home recipes for the curing of children's diseases, but merely says, "When your baby is sick, call a doctor." He does, however, tell all that a mother or a nurse needs to know about the care of a baby from the moment of birth to the age of about three years. The author writes in untechnical language, and illustrates his text with cuts of his own making. This little book ought to be useful by reason, not only of what it contains, but of what it excludes. (New York: D. Appleton & Co., $1.25 net.)

FESTIVALS AND PLAYS IN SCHOOL AND ELSEWHERE, by PERCIVAL CHUBB, who edited and partly wrote the text, is a handsome and fully illustrated volume intended to aid those who are charged with the educational application of the drama, and equally those who wish hints as to the dramatic and spectacular celebration of holidays and anniversaries. Mr. Chubb writes the introduction and Part I of the work, "The Festival in its Educational, Cultural, and Recreational Aspects." Part II, by PETER W. DYKEMA, deals with "Music in the Festival," and suggests the proper musical accompaniment for celebrations in honor of Christmas, May Day, and other occasions, with hints as to the teaching of songs for festive occasions. Part III, by JAMES HALL, is concerned with "Art in the Festival," and Part IV, by MARIE R. PERRIN, with "Costuming," while Part V, by MARY G. ALLERTON, discusses "Dancing in the Festival," and Part VI takes up "First Steps in the Development of Festival and Dramatic Activities." This volume, one long needed, aims at practical service, but is written in a fine literary spirit. (New York: Harper & Brothers, $2 net.)

A SHOPPING GUIDE TO PARIS AND LONDON, by FRANCES SHEAFER WAXMAN, is just what its title implies, an attempt to tell American women how, when, and where to shop advantageously in two great European capitals. Mrs. Waxman discusses intelligently the distinctive characteristics of English and French shops, and tells Americans how to adapt themselves to the peculiarities of the two nations. She indicates shops in the two cities where particular things are to be had, and has something to say of Swiss and Belgian shops, and a few words on tea and luncheon. (New York: McBride, Nast & Co., 75 cents net.)

THE RESTFUL HOUR

"C.Q.," OR IN THE WIRELESS HOUSE, by ARTHUR TRAIN, has a charm of style and a liveliness of interest that should make it a highly successful story. The whole thing is done in high spirits, but the author deftly manages to graze the edge of farce while preserving the reader's serious interest in the fortunes of his puppets. Micky is a delightful creation, and his sweet-

(*Continued on page 98*)

Phipps Hats

Little Fairy Fashion,
Was lost in thought one day,
When gentle Lady Feather-Tips,
Chanced to stroll his way;
Ah me! he cried, that Turban,
Most surely takes my eye,
Just tie a letter on my line
And tell me where to buy.

Phipps early winter styles are now being displayed by distinguished shops.

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STOP everlastingly talking about it—and build it! It won't cost a cent less next year—maybe more. Then anyway, perhaps it won't cost as much as you think it will. Of course if your ideas are large—the cost will be proportionate. Perhaps they are large; then mayhap we can suggest to you how practically the same results can be secured at considerably less cost. Or, on the other hand, we may be able to make suggestions that will develop your first idea into one with twice the cost. In either case you will secure the one you want and if we build it, it will be worth all it costs and more.

There are two exceedingly attractive interior views of the conservatory above, shown in our greenhouse catalog. In fact there are thirteen pages devoted entirely to conservatories and porch enclosures. Send for this catalog and get this conservatory question settled at once so we can have it all completed before frost comes.

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Mrs. MASON'S Old English HAIR TONIC

This is the hair tonic used by Mrs. K. Mason, the noted English hair specialist, in treating the hair of the Vanderbilt family, Duchess of Marlborough, Mme. Melba, Mrs. Levi P. Morton, and other titled and society women, of New York, London and Paris, who testify to its superiority to stop falling hair and promote its health, growth and beauty.

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is another of Mrs. Mason's famous specialties. An ideal hair and scalp cleanser, made from antiseptic and tonic herbs, unlike ordinary head washes. Gives the hair beautiful lustre and makes it look twice as thick as it really is—removes dandruff and scalp irritation. 25c. a tube. **Trial tube free.**

THE PAXTON TOILET CO., BOSTON, MASS.

WHAT THEY READ

(Continued from page 96)

heart is just the kind of girl so admirable a youth deserves. Mrs. Trevelyan, or Lady Trevelyan rather, as it seems she ought to be called, in view of her husband's title, is a daring combination of good and evil such as few novelists have ventured to ask their readers to accept. Trevelyan himself is slightly but sufficiently indicated. Almost the whole story is cast against the background of the wireless cabin on an ocean liner, and the reader incidentally learns a great deal about the Marconi system. Mr. Train's humor is most agreeable, and his dialogue is extremely natural. Altogether the book has qualities of intellectual alertness somewhat rare in current fiction. Mr. Crosby's Gibsonesque illustrations are excellent. (New York: The Century Company, $1.20 net.)

THE BARMECIDE'S FEAST, by JOHN GORE, is a genuinely funny book. It is not funny in the same way or as often as an American funny book, but it is funnier than most of our native humorous products. The British temperament is far more phlegmatic than ours, and perhaps that helps to explain the difference in the fun that appeals to popular taste on opposite sides of the Atlantic. An American funny book must have a great many more explosions to the page than a British funny book to have wide popularity at home. The British temperament, however, does not demand and will hardly endure the simultaneous explosion of a full pack of intellectual firecrackers. Mr. Gore's humor is sometimes extremely plain, oftener a bit subtle, and seldom merely trite. He notes that the son of a homicide succeeded to the family honors and title "on receipt of information that his father had that day fallen from a platform while in conversation with a clergyman." This is almost American in its gruesomeness, and it is American also in its unexpectedness. For the most part, however, Mr. Gore's humor is thoroughly British. The book has its tedious phases, but it has many delightful chapters, and hardly one that does not eventually reward the reader. A very pretty poem is the dedication in verse, and Arthur Penn's illustrations are charming. (London: John Lane, The Bodley Head; New York: John Lane Company, 80 cents.)

THE PIONEER BOYS OF THE OHIO, OR THE CLEARING OF THE WILDERNESS, by HARRISON ADAMS, narrates under the guise of fiction, an essentially true story of Colonial pioneer conditions in the Middle West. Mr. Harrison takes for his youthful heroes two sons of Scottish parents who move with their family from Richmond, Virginia, to the banks of the Ohio. After the settlement of the new home come the inevitable adventures of the lads and their neighbors with wolves, bears, bison, forest fires and the savage Indians. Mr. Harrison tells his tale with vigor and effect; he makes his characters real, and does not demand too much of the reader's credulity. Such books as this are an admirable means of stimulating among the young Americans of to-day interest in the story of their pioneer ancestors and the early days of the Republic. (Boston: L. C. Page & Co., $1.50.)

THE SIN OF ANGELS, by MARTHA GILBERT DICKINSON BIANCHI, is a tale of contrasted temperaments and nationalities. The story opens admirably in the dining-room of a famous Continental watering place to which the greatest of the great resort, and curiosity is strongly piqued by the conjecture as to who is to occupy a carefully guarded seat by a sunny window. Two Americans, one young, the other in middle life or older, wait to see the mystery solved, and the younger man sees in one occupant of the table, a princess-like little girl of ten, the person he then and there vows to marry, although he is already betrothed to a charming woman at home. The key to this extraordinary young man's character is ambition backed by intellect and will. How he wins the object, not so much of his love as of his ambition, is ably told, and the incidents that follow grow naturally out of the contrasted characters of husband and wife, and perhaps the difference of fifteen years in their ages. The story is of undeniable interest, but it can hardly be said that there is genuine truth to human character in much of the motive displayed, while the dialogue is a trifle high flown even for the extremely pretentious American society with whom the novel mainly has to do. Nevertheless the attempt is a notable one and many readers will accept the result for the sake of its dramatic interest. (New York: Duffield & Co., $1.30 net.)

NANCY PORTER'S OPPORTUNITY, by MARION AMES TAGGART, is another volume in the series of "The Doctor's Little Girl." The story is of New England country life, and the "opportunity" is that of serving faithfully and effectively a father suddenly stricken with blindness. Characters, situations, and dialogue are natural and wholesome, and the introduction of a foreign element in the Italian noble lady lends variety to the tale. (Boston: L. C. Page & Co., $1.50.)

BOOKS RECEIVED

"The Isle of Strife," by George C. Sheed. Small, Maynard & Co.; $1.25 net.

"His Worldly Goods," by Margaret Tuttle. The Bobbs Merrill Company; $1.25 net.

"The Mysterious Card," by Cleveland Moffett. Small, Maynard & Co.; 50 cents net.

"The Citadel," by Samuel Merwin. The Century Company; $1.25 net.

"George Wendern Gives a Party," by John Inglis. Charles Scribner's Sons; $1.25 net.

"Chronicles of Avonlea," by L. M. Montgomery. L. C. Page & Co.; $1.25 net.

"The Cobweb Cloak," by Helen Mackay. Duffield & Co.; $1.25 net.

"Marie," by H. Rider Haggard. Longmans, Green & Co.; $1.35 net.

"Miss Billy's Decision," by Eleanor H. Porter. L. C. Page & Co.; $1.25 net.

"The Gift of Abou Hassan," by Francis Perry Elliott. Little, Brown & Co.; $1.25 net.

Garford "SIX"

As the hot weather gradually melts away and the welcome cool fall season drifts into its place, the great transatlantic liners bring home scores of prominent Americans who have been roaming over the globe in search of rest, recreation and retirement. The landing of these steamers is an impressive sight. The streets are jammed with motor cars, waiting to whirl these travel stained men and women back to their American homes.

It is rather a convincing sight to pick from this multitude of going and coming automobiles the vast number of Garford "Sixes" which line the docks. And as you see these world-famed people step into their Garfords you become deeply interested in the many familiar faces you see. They bring to your memory some of the most prominent families in America.

The Garford has always been the choice of America's most distinguished men and women.

The success of the Garford "Six" is on a par with the fame of its distinguished owners. In this car, every six cylinder fundamental has reached the point of perfection. It has the most perfect fuel distribution. The most perfect lubrication and carburetion. It is the most economical Six built – giving better than eleven miles per gallon of gasoline on tour. It is a most perfectly balanced car, due to correct distribution of weight and exact spring suspension. It rides with the greatest ease and the most luxurious comfort.

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The House of St. Giles the Cripple Cures Cripples, or, Failing That, Educates them to Live Happy, Moral, and Independent Lives

IF the operations of an institution were confined solely to lessening the sufferings of cripple children by providing them with healthful recreation, food, and environment it would deserve generous support. How wide then should be the appeal of an institution like the House of St. Giles the Cripple, which corrects the physical defects of one-third of the cripples in their charge and makes them normal, healthy children. Since the foundation of the home in 1891 nearly six hundred children have been restored to health. Beside those saved from physical deformity, another third of the patients are so greatly improved that they are for the most part self-reliant, and with the aid of appliances can live happy, useful lives. Even those who are beyond the possibility of cure are much benefited.

The children, who are taken in regardless of race or religion, are given an education equivalent to that of the public schools. In addition both boys and girls are trained in industries that will enable them to become self-supporting when they leave the institution.

THE COUNTRY HOME OF THE CRIPPLES

The House of St. Giles the Cripple began its beneficent work more than a decade ago. The founder was a Sister Sarah, a saintly woman who had already established a home for colored cripples in Philadelphia. A modest house in a poor neighborhood was the first home of St. Giles.

Three different sites in Brooklyn were occupied in turn, and in 1908, owing to new building laws, the institution was removed to Garden City, where a number of buildings were erected. These include a surgical pavilion, school, and dormitory, besides the main building, all equipped and maintained after approved modern methods. The move to the open country has been most satisfactory as regards the health of the children, which demonstrates anew that a convalescent home in the country is an almost necessary adjunct of an orthopedic hospital. The one disadvantage of the situation is that the busy city surgeons and physicians cannot easily reach it.

Important as is a country home for the little cripples, the greatest need of all is a well equipped hospital and dispensary in Brooklyn; this would be much more accessible to the hundreds of cripples that are now obliged to take the long journey to Manhattan. A thousand cripples a year undergo this added strain.

Realizing the need of a well equipped building located nearer the homes of the patients than either New York or Garden City, the trustees some time ago purchased a fine site at the corner of Brooklyn Avenue and President Street. Here it is planned to build a three-story edifice which shall meet all requirements for years to come. It is estimated that the cost of the building and equipment will be $100,000 and a fund for this purpose is now being collected. When this building is ready St. Giles' Home will have an ideal system of caring for poor, cripple children.

PREVENTING DEFORMITY

A realization of the need of general enlightenment concerning the prevention of disease is borne in upon all who visit St. Giles'. So many of these afflictions could have been avoided had the mothers known the first laws of health. We come to see that physiology and hygiene should rank above academic and vocational courses in the public schools, and that more generous support should be given those institutions and municipal boards of health that maintain clinics for the enlightenment of parents and send trained nurses into the homes of the poor to teach ignorant mothers how to care for their children.

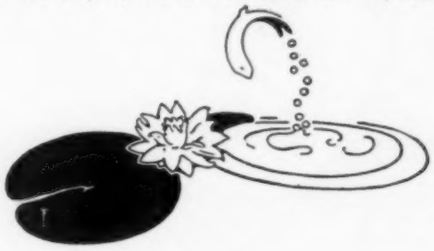
The immediate concern, however, is to lessen the misery of those who are already crippled. Cases of paralysis of one or more members and even of complete paralysis are often greatly improved and even cured by means of surgery, braces, mechanical and medical treatment, electricity, healthful environment, proper diet, and intelligent nursing. Cases of hunchback resulting from tuberculosis are cured, and even children who have been neglected for a number of years are often greatly benefited. Knock knees, hip diseases, club feet, and bow legs are cured by operations and by osteotomy. Infantile paralysis especially needs a modern, fully equipped hospital and appliances. The chief surgeon in his formal reports has often urged the need of improved equipments for the treatment of these cases.

CRIPPLES WHO EARN THEIR LIVING

Children can remain at St. Giles' until they are sixteen years of age. When they go out into the world they are literate, possessed of the moral stamina that results from careful character building on week days as well as Sundays, and equipped to earn their living. Without the aid of the House of St. Giles the Cripple and similar institutions these little ones would lead most miserable, suffering lives and in many cases would become charges upon the community.

All humane considerations aside, the actual economy of the work done at St. Giles' entitles it to the moral and financial support of municipal authorities as well as those private philanthropists to whom prevention is a prime quality in the charity they select for support. The chief of staff, Dr. Burr Burton Mosher, is associated with a considerable number of prominent physicians, surgeons, general practitioners, and specialists. Miss Regina G. Morgan is House Mother; her staff includes a school principal and trained nurses.

Among the officers are Rt. Rev. Frederick Burgess, D. D., president; Rev. Dr. C. F. J. Wrigley, vice-president; Francis H. Miller, M. D., secretary; Rev. Paul P. Swett, treasurer.



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SERVETTE is a success. Will keep it. Endorsed please find check.
Merrily Yours,
Marshall P. Wilder.

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Dear Sirs: The SERVETTE has been received in good order, and is useful and very good looking. Dining at the Pattison table now is simplicity itself.
Mary Pattison, Sec.

School of Cookery,
W. Philadelphia, Pa.
Dear Sirs: You will be pleased to hear that we are delighted with the SERVETTE.
Marion H. Neil.

July 18, 1912.
Dear Sirs: The glass top came today. It is a thing of beauty. My table is oak 54 in. with glass top and Servette in glass makes it complete. I wish you had a picture of the table. It is beautiful.
Yours,
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Gentlemen: "SERVETTE" arrived last night. It was a case of love at first sight. She was assigned to her duties and has been performing her functions in a most gracious manner, and rather than be separated from her a minute I enclose my check to insure her presence with me.
E. Cunningham.

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Dear Sirs: We are just delighted with SERVETTE, and everybody who sees it admires it and says that it is the best and most useful article which possibly can be imagined for the dining-room. It is indeed ornamental and really a necessity.
T. Teves.

You will be just as enthusiastic as any of the happy people who have discovered the many marvelous advantages of the new "eveready" table servant

Revolves and passes everything on the table. Does away with the waitress problem, as it is always present and ready to work. Can also be used on the porch at afternoon teas, receptions, and on the side table at cards. Heavy 5/16-in., transparent French plate glass top, heavy nickel plated base. Cannot upset and is easily taken from the table. Makes a different, attractive and useful Wedding, Christmas, Anniversary or Birthday present.

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Endorsed by Good Housekeeping Institute, Also Marion H. Neil, Philadelphia School of Cookery

"It Saves the Delicious Aroma"

Haste will never rob your morning coffee of its delicious aroma if it is made in a Manning-Bowman Percolator. Making is simplicity itself. Finely ground coffee should be used and a little *less* than you'd need in an ordinary pot—the right measure of water for the number of cups you wish, and then—no further thought till you're seated at table and ready.

Manning-Bowman
Coffee Percolators

Urn Style Percolator No. 3394, with Tray, Sugar Bowl and Creamer, Made with either Alcohol Gas or Electric Heaters.

work *automatically* as long as heat is applied. Coffee is made in this perfect way—starting with *cold* water—as quickly as in an ordinary coffee pot with hot water. More than 100 styles and sizes of these coffee percolators on the market in solid copper, nickel plate, aluminum and silver plate. We illustrate urn style No. 3394 and coffee pot style No. 9092. For sale at leading dealers. Write for free recipe book and catalogue No. K-39.

MANNING, BOWMAN & CO.
Meriden, Conn.

Also makers of Manning-Bowman Chafing Dishes with "Ivory" Enameled Food Pans, Electric Chafing Dishes and Electric Percolators, Eclipse Bread Makers, Alcohol Gas Stoves, Tea Ball Tea Pots, Chafing Dish Accessories, Celebrated M & B Brass, Copper and Nickel Polish.

Corticelli Silk

Too Strong
To Break

From a photograph of the famous Corticelli Electric Sign shown every evening on Broadway in New York City; be sure to see it when you next go to New York

MRS. ADAIR'S

GANESH TOILET PREPARATIONS

GANESH CHIN STRAP

removes a double chin, restores contour, speedily erases the age lines running from nose to chin. Will keep mouth closed during sleep, preventing snoring and dryness of throat. $6.50 and $5.00.

GANESH FOREHEAD STRAP

Its wearing restores the smooth, unlined forehead, takes away the deep lines from between the brows and corners of the eyes. Good for neuralgia and insomnia. $4.00 and $5.00.

NEW ADDRESS, 557 FIFTH AVE., N. Y. ON AND AFTER OCT. 1st

Mrs. Adair will have removed her New York Salon to the above address by October 1st; the additional space and light demanded by a steady growth of patronage has made it necessary to move from the

OLD LOCATION, 21 WEST 38th ST., N. Y.

Every effort has been made to have the new establishment surpass in every detail of equipment and appointment, and it will be found to contain many distinctly new advantages. The Salon is extremely commodious, its windows extending across the entire building.

The GANESH Toilet Preparations, Appliances and Treatments introduced in America by Mrs. Adair have stood the test of time and have won the sincere regard of all American ladies who have employed them. Mrs. Adair combines scientific physical beauty culture with the Ganesh Exercises so that not only the figure and complexion are improved, but also health, nerves and spirits. To really learn of her methods one should read Mrs. Adair's printed lecture "How to Retain and Restore Youthful Beauty of Face and Form," which may be had for the asking.

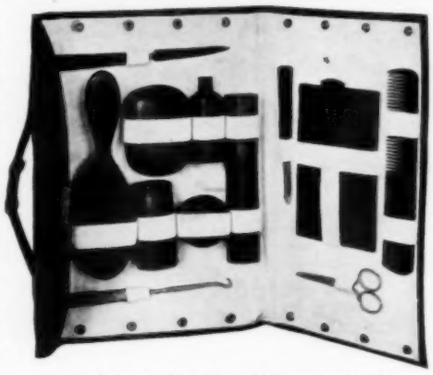
An early visit to the new Salon and an inspection of its many interesting features is anticipated with pleasure.

FACIAL TREATMENTS, $2.50 AS BEFORE

FOREIGN ADDRESSES London 92 New Bond St., W. Paris 5 Rue Cambon Nice 1 Rue Chauvain

On her DRESSING TABLE

THE popular Parisian ivory toilet articles are finding a rival in those made of a new composition, violet in tone, and translucent. As seen by the illustrations on this page, the articles are the usual style, but the plain surface is frequently richly decorated with designs and monograms in inlaid gold.



A violet leather limousine case fitted with toilet articles of a recently presented violet-colored ware

The upper illustration shows a remarkably attractive, so-called limousine case of violet morocco leather, lined with champagne moire silk, and filled with toilet articles of this transparent violet ware. The brushes and implements are of the best quality and are so compactly fitted into the case that the whole measures, when closed, only 8 x 12 inches. It folds over and closes with small fasteners on either side. The clasp on the top flap is of violet enamel and the case is carried by means of a leather strap.

CLEANSING AGENTS

An unusual bath brush of red India rubber has a surface covered with a series of vacuum cups which give a species of massage. These cups suck the dirt out of the pores and draw the blood to the surface; the more vigorous the rubbing, the more beneficial the results. However, should the flesh be exceptionally soft and tender the rubbing should be gentle until the flesh becomes firmer. The best results are obtained by filling the suction cups with cool water as it runs from the faucet. The brush is finished with a strap which fits firmly over the hand. The price is $1.

The extraordinary properties of green soap as a cleansing agent and its beneficial action on the skin have long been recognized, but in some cases it has proved almost too violent in its effects. One of the leading chemists has therefore put this soap up in a liquid form that is much milder, yet retains all the curative qualities of the cake soap. It is delicately perfumed and is conveniently put up in a sprinkler top bottle. Price, 50 cents.

CREAMS AND LOTIONS

A cold cream preparation that is a delight to use is smooth and unctuous in quality, delicately perfumed, and snow white. It is especially designed for use after exposure to dust or rough wind and weather, for it is extremely soothing and leaves the skin not only beautifully clear, but with a velvety softness. A liberal supply should be well rubbed in and then wiped away with a soft cloth. All dryness and stiffness of the skin will vanish after this treatment.

The dainty little packet in which this cream is enclosed holds a second and no less valuable preparation of somewhat kindred nature. The latter is a greaseless cream which gives a surface bloom to the skin and makes a splendid basis for powder. A third preparation is a tube of almost liquid lotion to whiten the neck, throat, and arms. It will not rub off on clothes and may be removed by the cleansing cream first mentioned. These creams each cost 25 and 50 cents a jar, and the whitening lotion is priced at 50 cents.

Where there are enlarged pores, skin eruptions, or sunburn to correct there is a new and reliable astringent lotion that costs 75 cents a bottle. It is both a preventive and a curative, refines the pores, and keeps the skin in good condition.

THE NEW ANTI-CRUELTY MONTHLY

THAT enterprising humane society, the New York Women's League for Animals, with Mrs. James Speyer as president, has added to its several well conducted activities the publication of a monthly periodical under the editorship of Mrs. Edgar Van Etten. The "Animal News" aims to further the work of the league by keeping its members and the outside public regularly informed of the various phases of its propaganda in behalf of our speechless kin. To the initial number, Elbert Hubbard contributed a paper on "Guinea Hens" and Edward Hungerford one on "The Coming of the Motor Truck and the Passing of the Horse."

An especially interesting illustration to all horse lovers is that of the league's rest farm for broken down horses. This consists of twenty-three acres of meadow land at Fishkill, N. Y. "Mountain Rest," as it is called, is equipped with 16 stalls, 3 box stalls, and a soaking stall for horses suffering from hoof trouble. The league could care for 75 horses if the public would generously support this beneficent effort to help the suffering animal as well as its owner.

The editorial intention is to support aggressively the efforts now being made to round up the horse poisoners, a gang that has inflicted great suffering upon horses as well as much financial loss to the men of the East Side, many of whom have had their business enterprises seriously crippled by the loss of their animals. The new monthly gives promise of fulfilling the ambition of its founders, and it deserves to be welcomed, conveying as it does a most important ethical message.

These pieces are of the lovely new violet composition which is almost translucent

The Woman Worth While

Holds the Admiration

of Husband, Friend, Brother, Sweetheart. She is sound in body and mind; is efficient, well poised, with

Perfect Health

and a

Good Figure

(well carried)

She makes the most of herself.

I have helped 60,000 of the most refined, intellectual women of America to regain health and good figures and have taught them how to **keep** well. Why not you? You are busy, but you can devote a few minutes a day in the privacy of your room, to following scientific, hygienic principles of health prescribed to suit your particular needs. I have

Reduced the Weight

of 30,000 women and have

Increased the Weight

of as many more

My work has grown in favor because results are quick, natural and permanent, and because they are scientific and appeal to *common sense.*

No Drugs—No Medicines

You can—

Be Well so that everyone with whom you come in contact is permeated with your strong spirit, your wholesome personality—feels better in body and mind for your very presence.

Be Attractive—well groomed. You can—
Improve Your Figure—in other words be at *your best.*

I want to help you to realize that your health lies almost entirely in your own hands and that you can reach your ideal in figure and poise.

Judge what **I can do** for you by what **I have done** for others. I have relieved such Chronic Ailments as:

Indigestion	**Anaemia**	**Nervousness**	**Catarrh**	**Weaknesses**
Constipation	**Sleeplessness**	**Torpid Liver**	**Headaches**	**Rheumatism**

The best physicians are my friends—their wives and daughters are **my pupils**—the medical magazines advertise my work.

I have published a **free** booklet showing how to stand and walk correctly and giving other information of vital interest to women. Write for it and I will also tell you about my work. If you are perfectly well and your figure is just what you wish, you may be able to help a dear friend—at least you will help me by your interest in this great movement for greater culture, refinement and beauty in women.

Sit down and write me NOW. Don't wait—you may forget it. I have had a wonderful experience and I should like to tell you about it.

SUSANNA COCROFT

Dept. 17, 624 S. Michigan Avenue, Chicago

Miss Cocroft is a college bred woman. She is the recognized authority upon the scientific care of the health and figure of woman.

"After studying and experimenting for seven years I have perfected a method of

Physical Culture for the Face

which does for the face what my Physical Culture has done for the figures and health of 60,000 women. Why should not the skin of your face and throat be as clear and unblemished as the skin of your body?—only because you have not treated your face intelligently."

Susanna Cocroft.

A Woman Is As Old As She Looks

Tired eyes, wrinkles around them, pouches beneath them; crows feet; the droop at the corners of the mouth; the hard lines from the nostrils to the lips; drawn, colorless lips; sallow, discolored or freckled skins; all or any of which add ten years to your age, because they make you **look** ten years older, can all be overcome by systematically following the simple instructions clearly explained in the Grace-Mildred Culture Course of Physical Culture for the Face.

We also teach you how to make *the Hair* glossy and abundant; to care for the Hands, Feet, Eyes, Eyebrows, Ears, Mouth, Neck, Chin, etc.

If you look older than you should, it is because you are not doing what you should to help nature. The result you want is certain; no experimenting (Miss Cocroft has experimented on this work for seven years). Innumerable women have attained the end you want by carefully following instructions.

In six to ten minutes a day of Physical Culture Exercises for the Face, you can do more at home than massage will accomplish in an hour a day in a beauty parlor.

Those who know Miss Cocroft's national—yes, international—reputation as a restorer of health and youth, will be as pleased to hear of this new feature in her work as they will be certain that it will produce precisely the results she claims for it.

The direction of this work will be in the hands of her nieces, Miss Grace L. Ballack and Miss Mildred A. Albee, whose association with Miss Cocroft for many years has adequately qualified them to assume the direction of this department of Miss Cocroft's culture training. For further particulars and names of those who have taken this course and *gotten the results desired* write us NOW. The results are marvelous.

Grace-Mildred Culture Course

624 Michigan Ave. Dept. 1 CHICAGO

The J. V. H. Shirt Waist

"Tailored to order"

THE illustration shows a New Fall Model of the J. V. H. Waist, one of our designer's latest creations.

All of the season's best ideas are to be found in a J. V. H. Waist. The perfect lines of this waist are the result of expert cutting and personal supervision in the making.

Especial attention is given to secure an absolute fit at the bottom and belt. This one point alone emphasizes the great difference between the J. V. H. "Tailored-to-Order" Waist, and the ready made waist of factory manufacture.

Send for new Fall models and measurement chart.

PRICES FROM $3.50 UPWARD.

Julia V. Helmer
506 Snow Building, Syracuse, N.Y.

Binner FAMOUS CORSET

MME. BINNER SIGNALIZES HER RETURN FROM PARIS BY PRESENTING A **NEW MODEL** OF THE FAMOUS BINNER CORSET. IT CREATES THE

SUPER-FIGURE

AN EXCLUSIVE ARTISTIC TRIUMPH

MME. BINNER'S PERSONAL ATTENTION BY APPOINTMENT.

18 EAST 45TH STREET NEW YORK

Our New Linen Catalogue Free on Request

Our new Fall Catalogue is ready for distribution. It is handsomely illustrated.

It not only includes the newest styles and models in Housekeeping Linens of every kind, but illustrates a very large variety of the latest designs in Pure Linen Handkerchiefs, for which "The Linen Store" has long been famous.

Besides these, it shows the newest Fall and Winter models in French and Domestic Lingerie and Corsets, Infants' and Children's Wear, Ladies' Hosiery, Neckwear and Outer Garments.

Every woman who loves Fine Linens should send for a copy, which will be mailed free. Ask for Catalogue No. 18.

James McCutcheon & Co.

"The Linen Store"

Fifth Avenue and 34th Street

New York

A NEW SALON *for* UNIQUE FASHIONS

(*Continued from page* 47)

self-tone velvet. The short empire waist of the one-piece gown is belted with a black satin girdle edged with narrow gold cording. Down the front and around the bottom runs a wide band of black satin edged, as is the girdle, with a gold cord. A small, rolling collar, very slightly décolleté, finishes the neck, while balls of gold crochet run down each side of the front opening from the bottom of the pointed neck to the top of the wide, black satin facing. The sleeves are fulled into the long shoulders, are very ample at the elbows, and are gathered into four-inch cuffs of the satin which are trimmed with the gold cord and fastened with three gold crochet balls like those which define the front opening. Just above the knees at the middle of the back the skirt is slightly gathered; on either side of the front opening it is laid in deep plaits which puff the fullness at the side in the manner so much *à la mode* just now. A small hat of soft, black felt rakishly turned up at one side, with the brim outlined with gold ball fringe, and with the crown encircled by a wide, flat band of gold edged with the same ball fringe, completes the costume. The manikin is posed near one of the old-fashioned cupboards in the large salon which are filled with those fascinating cardboard boxes, also designed by Madame, in which the gowns are sent home, and which form no small part of the enjoyment of receiving a costume from this house.

A NEW MILITARY TAILLEUR

The last photograph shows a simple tailor suit made of heavy velours de laine in a vivid shade of green. The coat reaches almost to the knees, is made with semi-fitting back and sleeves fulled in at the armhole, and is edged, as is the bottom of the plain skirt, by a twisted gold cord. A wide, double-breasted, military braiding of gold cord, with square brass buttons, extends down the entire front of the coat, and a panel of similar braiding trims the bottom of the skirt. The sleeves are cut to a square end just below the elbow, and at the hand are gathered into a four-inch cuff of black velvet braided in gold. The narrow, turnover collar of black velvet edged with gold cord is cut in front in a narrow, V-shaped décolleté. A small, round hat with low crown and gently rolling brim is trimmed by a single, brush-like aigrette fantasy which is perched at the back of the crown and extends almost at right angles out over the brim. With the suit is carried a large, flat muff of creamy white panne velvet, braided with gold, and trimmed with bands of skunk.

MADAME'S PET WRAP

The middle illustration shows two of the manikins posed, one in an evening gown, one in a demure evening wrap. The latter is one of Madame Bongard's pet models. It is made of heavy silk velvet in a most delightful shade of clear blue, aptly christened "Iceberg Blue." A Quaker-like mantle it is, gathered full at the neck and waist, where it blouses in folds which conceal the gathers and give the effect of a small shoulder cape with baggy, shapeless sleeves. A pointed hood like an Eskimo cap is attached to the coat at the neck. This is adjusted by means of a gold cord which ties in the fullness at the back. From below the waist the coat hangs in a full, straight skirt. Hood, sleeves, and coat are outlined with bands of mink.

The evening gown is a gorgeous affair in blue chiffon cloth brocaded in gold, with tight-fitting, cutaway tunic of heavy cloth of gold. At the back it is slightly gathered for about four inches along the hem, and is outlined with small, flat roses of the cloth of gold. The corsage is simply made. Gold over blue brocade is laid in surplice folds with just a suspicion of a cherry-colored ribbon showing through the drapery. Soft folds of white tulle soften the neckline, and a crush girdle of the brocade holds in the slight fullness at the empire waist. The skirt clings tightly about the feet, finishes in a narrow, pointed train, and is worn without either underslip or petticoat.

SUITING THE WRAP TO THE GOWN

An exquisite evening wrap made to wear with this gown was of taupe-colored chiffon, brocaded in large, conventional figures of velvet in a darker tone of taupe, and lined with cherry-colored satin. The great, full sleeves were gathered into cuffs of fur at the wrist, and the full drapery puffed out in soft folds at each side. The front fastened with jaunty bows of two-inch, black grosgrain ribbon embroidered in brilliant colored flowers which peeped out from the dark background of skunk fur which outlined the wrap.

Have You a Friend Who Would Appreciate Vogue's New Pattern Catalogue?

ALL of the Vogue gowns shown in this number, and some others, have been gathered together to make Vogue's new Autumn pattern catalogue. It is a wonderfully helpful booklet, containing as it does more than 300 Vogue gowns, the best and most practical selections of Vogue's editors.

Would you like to receive this catalogue? If so, write your name on a postal card and send it to Vogue.

Have you a friend, or a number of friends, who would appreciate it?

Vogue will send copies to the friends of any subscribers who make the request.

Outdoor Clothes for Women

Cut Strictly on Men's Lines

We are the only firm in America who can garb a woman perfectly from head to foot for every outdoor sport. Our materials are exclusive. Our designs are absolutely individual. We invite early inspection of our distinctive

OUTDOOR
OUTFITTERS
MEN
WOMEN AND
CHILDREN

WALKING SUITS for town and country wear, in Scotch Tweeds, and Burberrys in all shades and mixtures.

INDIAN BLANKET COATS, a new and particularly charming departure. Made on our own exclusive model from your choice of genuine Indian blankets—all tribal designs.

TRAMPING and HUNTING GARMENTS that can't be found elsewhere, in Forestry Serge and Corduroy.

CHINCHILLA ULSTERS, with inverted pleat and belt—the newest thing for motoring, steamer or any outdoor wear.

GOLFING and RIDING clothes that are both practical and smart. ACQUASCUTUM COATS for rainy weather motoring.

Our Style Book, published about October 1st, will be a display of special designs never before obtainable by the active, outdoors woman.

ABERCROMBIE & FITCH CO.

The Greatest Sporting Goods Store in the World
ESTABLISHED 1892 EZRA H. FITCH, Pres.

53-55-57 WEST 36th STREET Near Fifth Avenue NEW YORK CITY

J. & J. Slater

Walking Boot

Cloth top, patent leather vamps, inch and three-quarter heel. Medium weight sole.

Regents

Patent leather vamps and ribbed silk cloth quarters with colored stripe, in green, blue, red, grey and black. Heels of same material —trimmed with cut steel slides.

Men's Oxfords

Made in tan and black russia on our new English last. Medium toe, close extension. Appeals to the conservative taste.

Illustrated price list "A Package of Shoes" with book of instructions and measurement blank mailed on request

Broadway at 25th Street, New York

Fastidious Dressers

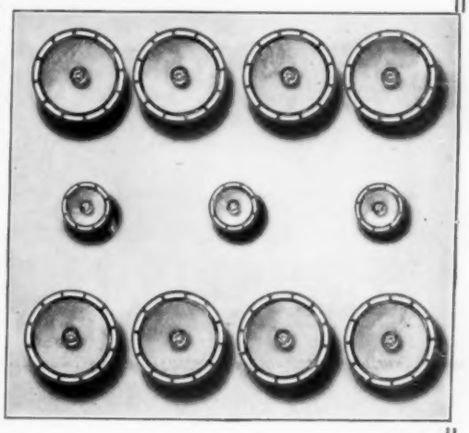
WHO ARE PARTICULAR ABOUT THE LITTLE THINGS ARE MORE THAN PLEASED WITH

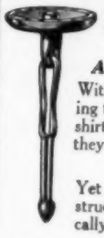
KREMENTZ BODKIN-CLUTCH STUDS *and* VEST BUTTONS

WITH SLEEVE LINKS TO MATCH

Made in a large variety of patterns from plain Krementz Quality Rolled Gold Plate to the finest mother-of-pearl, mounted with gold or platinum and set with precious stones.

For use with French or Soft Cuffs these Sleeve Links are unsurpassed.





They Go In Like A Needle

Without marring the stiffest shirt front, and they

Hold Like an Anchor

Yet may be instantly released. So simple in construction they are absolutely bother-free and practically unbreakable.

Ask to see them at the Leading Jewelers and Haberdashers—or write to us for a booklet showing many styles.

KREMENTZ & CO., 28 Chestnut St., Newark, N. J.

Makers of the Famous Krements Collar Buttons and Largest Manufacturers of High Grade Jewelry in the World

MAURICE

398 FIFTH AVENUE

LONDON (Opposite Tiffany's) PARIS

NEW YORK CITY

No. 906—Baby Irish Insertion, lattice design with roses in relief. Value 95c. Maurice price, per yard, 55c.

No. 202—Baby Irish Coat Collar with cuffs to match made of finest English thread. Value $9. Special Maurice price, three-piece set, $4.50.

No. 904 — Very finest Baby Irish Edging. Special, per yard, 15c.

No. 907—Baby Irish Insertion with roses and shamrocks in relief; about two inches wide. Our own exclusive design. An unapproachable value at, per yard, 85c.

No. 905—Fine Baby Irish Scalloped Edging. Exquisite rose and lattice design; about two inches wide. Maurice price, per yard, 95c.

Write for Illustrated Catalogue

No. 204 — Deep Baby Irish yoke. Lattice and rose design. Sizes 12½ to 15. Regular value, $6.50. Maurice price, $3.50.

"FASHION'S DICTATOR"

Catering to Women of discriminating taste

Offering exclusive models in

AFTERNOON GOWNS

EVENING WRAPS

DANCING FROCKS

and NOVELTY FURS

MAISON MARION

1501 BROADWAY 43RD 44TH ST. NEW YORK

MARSHALING *the* AUTUMN FABRICS

THE favor a fabric receives this autumn will be due entirely to its peculiar fitness for some special effect. Consequently there will be a definite classification of styles, colors, and weights, and no indiscriminate use of cloakings and dress goods out of their own lines, nor indeed any approved use of fabrics that are not well suited to the models for which they are selected. This important point was settled early in the season, and so the manufacturers have been able to produce an unusually interesting outlay with just the proper fabric for any imaginable use.

A general review of the fabrics shows one attribute, at least, that is shared by all—softness. So inexorable is the rule on this point, that the very brocades and moires with their time-honored tradition of "standing alone" have had to become as soft as crêpe de Chine.

A second attribute shared by silk and wool, by plain and elaborate weaves, by the costliest and the cheapest materials, is a rich and brilliant coloring and a tendency to gain effects by the use of extensive masses of solid tones rather than by a mixture of colors.

VELVET ON THE PINNACLE

Velvet stands so high in favor this season that one must cover a great deal of ground in describing it, and pass from the wearing qualities of corduroy to the regal magnificence of hand-cut, brocaded styles. Velvet in some of its manifold weaves is to be used for every class of dress, and not only is there an almost unlimited choice in coloring, design, and weight, but many of the various weaves are especially adapted to specific purposes, and one must decide whether utility, beauty, or some special effect is desired before selecting.

Tailored models in suits or one-piece dresses are extremely smart in velvet, corduroy, velveteen, and fancy weaves.

The old corduroy favorites in wide wales are rather pushed to the wall by the newer fancy styles. The chinchilla and heather mixtures are especially pretty, and appear in a line of really beautiful flat cords which would make ideal suits, as they are dainty enough to allow of some effective trimming with braid and fancy collars and cuffs. Even more effective are contrasting colored flat cords, in tuck effect, used in combination with plain velveteen or cloth, such as shown on page 60.

PLUSHES AND NOVELTIES

Plush in various degrees of thickness is charming in solid colors or two tones. Plain plush in all colors, 33 inches wide, costs $3.50, $5.50, and $7.50 a yard, and the heavy nap styles for cloaking are $12 a yard. (See plushes on page 58.)

One of the most beautiful novelties is plush *grisé*, a close, short nap plush in a pepper and salt mixture, makes smart tailored suits. It is 33 inches wide, and costs $8.50 a yard. Another odd material for costumes of ceremony is the new watered or moiré velvet, which has besides a faint corded effect that adds to its richness. It is a yard wide, and costs $6 a yard.

Raised figures of velvet or plush appear on everything from the heaviest to the most ethereal textures. Hand-cut white plush on white crêpe meteor, such as seen on page 46, at $18 a yard for a 24-inch width, seems rather extravagant until one sees beside it a cloth of gold with raised black plush figures and a satin back at $35 a yard, 40 inches wide (see page 60). Without the satin back these beautiful gold cloths with the same rich velvet brocade may be bought for $20 a yard in a 42-inch width. The heavier brocade is used for magnificent evening wraps, but the lighter weight is charming for evening gowns, as it comes in various effective night colors, such as king's blue and shell pink on gold. The latter is illustrated on page 60.

Chiffon with velvet figures is to be one of the most favored evening fabrics. Uncut velvet figures are equally new. One rather extravagant style is imposed on gold cloth, and costs $27.50 a yard in a 28-inch width, but there are other patterns almost as lovely and less expensive.

AN OLD FAVORITE SEEN AGAIN

Every year in the spring, and again in the fall, one hears that borders are dead, and yet always they reappear and flourish, and this season it is beyond doubt that some of the prettiest of the new styles are shown with a border.

One example is a fine silk voile with a deep border of a contrasting colored design outlined with a heavy black plush; it is shown near the top of page 60. This is of soft light brown with a porcelain blue silk design outlined with black plush. Taupe and green is another combination. It is $20 a yard, and measures 56 inches. Another border that is already made up into some beautiful advance model gowns is a charmeuse with a deep, conventionally patterned border of velvet figures in a contrasting color—navy blue with green, taupe with bright blue, or purple with wine color. It is 58 inches wide, and costs $21 a yard.

Crêpe de Chine appears in more than one style of border. The newest, perhaps, is a floral design, rather narrow, and printed in the natural colors.

DRESS AND COSTUME BROCADES

Brocades for gowns and costumes for house and street wear, though not so extravagant in appearance and price as those just described, are nevertheless of extreme beauty. No one denies the popularity of charmeuse or of its sister material, crêpe, and therefore it is not surprising that the new brocaded charmeuses and crêpe meteors are received with signal favor. These pretty and durable brocades are made in all the new colors, and are generally used in combination with the plain colors of the same fabrics. One can buy a good quality for $3.50, $5, or $6 a yard in the 40-inch width.

Brocaded satins with the new "granite" effect in the warp and the brocade in high relief in white are especially handsome. They are generally made only in two colors, yet they make most effective and striking costumes. They cost $3 a yard, 21 inches wide. Brocaded satin imperial has an odd and very fetching diagonal ground with the brocade in daring relief. (See page 60.) It is 36 inches in width, and costs $4 a yard.

SOME ODD AND LOVELY SILKS

A silk almost indescribable in its combination of many features has a slight cord alternating with a thread of brilliant gold, and the whole designed in a mixed pattern of contrasting colors.

(*Continued on page* 108)

THE MIGEL-QUALITY CORNER
FOURTH AVENUE AT TWENTIETH STREET
NEW YORK

MORE mannish weaves begin to be conspicuous among exclusive silks. In fact, some advanced metropolitan tailors featured Migel-Quality "Tailleur" Silk Suits for Men last Summer. This "tailored silk" vogue is quite the thing today—you will see many rather severe designs in street gowns that rely upon the rich elegance of the fabric for their distinction.

¶ Another modish member of the Migel-Quality family is Tourist Silk, specially designed for Travel wear, motoring and the like. Tailors like broadcloth, wears as well, and sheds the dust. At the best shops only.

M. C. Migel & Company.

Arlington Mills

Dress Fabrics *for* American Women

SERGES and unfinished worsteds will mark the high note of fashion in separate coats and suits for Fall.

While the kind of unfinished worsted you select is not arbitrary—their variety ranging from the very long nap goods to the wide-wale and diagonal weaves—the permanent good looks of your garment demands that the material be all wool, as only fabrics which are all-wool keep their shape and look like new each time they are pressed. That is one reason why the best dressmakers and tailors prefer to use Arlington Mills fabrics.

They know that they are quality fabrics and all wool. The coat or skirt or suit made of them will retain its life and shapely lines until worn threadbare.

Arlington Mills Fabrics for Fall and Winter include whipcords, cheviots and novelties in unfinished worsteds as well as the ever-popular serges and diagonal and wide-wale weaves.

The better quality ready-to-wear garments are made of them. Ask for them at the Cloak and Suit Department.

The absence of a high finish allows these fabrics to be sponged and shrunk so satisfactorily that even the amateur can achieve very wonderful results if she goes about it in the right way.

Just how to shrink worsteds, and how to handle most successfully the high waist line and two-piece skirts, as well as much other valuable information is given in our new book, "Fabrics in Vogue."

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While showing the best of the new styles, it gives samples of the Arlington Mills fabrics and enables you to see just how your suit or coat will look made in the *real* material. For the woman who makes her own or others' clothes, the book is invaluable.

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MARSHALING *the* AUTUMN FABRICS

(*Continued from page* 106)

The effect is of a thin veil of gold spread over a rich, blended brocade, although the gold threads are not at all raised. Price, $12.50 a yard, 32 inches wide.

Equally striking are the wide stripes of alternating grosgrain and satin in the most brilliant colors. A combination of white satin and light green grosgrain is shown at the top of page 60. This material is to figure largely in ball and dinner gowns with looped-up draperies of chiffon or allover lace. Price, $6 a yard, 32 inches wide.

Another group of fabrics which are classed by themselves are the accordion plaited styles. Everything, from velvet to chiffon, is plaited, and almost every style of pattern and material is used. Accordion plaited chiffon velvet comes in a 24-inch width for from $5 a yard up, and satins in solid colors cost about $2 a yard for a 44-inch width.

A silk somewhat out of the ordinary is a crêpe de Chine with conventional silver flowers scattered on a broché surface. A sky blue silk with silver roses is illustrated on page 60. Price, $18 a yard, 42 inches wide.

A CORD AND CORDED

There is a great difference between silk with a cord and a corded silk. Corded silks will be used largely, especially for collar and cuffs, and other trimmings, but it is the silk with a cord or corded effect which is to be in greatest favor for entire costumes.

One might almost say that the old-established favorite, silk serge, heads the list, for there are many examples of its use in the advance models. Black-and-white, dark plaids, and neat gray mixtures are seen, but the best of these are unfortunately in the hands of the exclusive dressmaker's supply houses, and one can only secure them through a made-to-order costume.

Quite as popular as the serges are the moiré velours, bengalines, and the lighter-weight styles made entirely of silk. A usual width and value is 43 inches at $6 a yard.

An odd line of corded styles is shown in shot effects of dull colors with a lustrous finish. This is called "Faille Giverine," or Hoar Frost. It costs $3.50 a yard in a 36-inch width.

WOOLENS SOMBER AND GAY

This year woolens can be divided into two classes—those of dark and rather somber colors and those of dazzling brightness, such as yellow, red, or green broadcloth, and white ratine faced with emerald or staring blue; or one may see the combination of both classes in the sober brown tones of a costume peeping out from beneath a coat of hunter's pink.

The cord is a prominent feature in tailored suitings, and some of them are very smart. Plain whipcords still retain their favor. Every color is shown, and a good quality can be bought for from $2 to $3 a yard in a 54-inch width. Pretty two-toned and two-colored whipcords, where the cord shows up plainly, are to be had for the same prices and in the same widths. Fancy flat cords on the nature of a Bedford are shown in some especially smart, two-colored styles, and in these the fashionable "hairy" finish is apparent and the cord indistinct. Price, $2.50, 54 inches wide.

Fancy effects are shown in the weaves of the various well-known woolens. Camel's hair may be bought in all kinds of color effects. Some of the most fashionable are in dark, rich colors, such as red on plum, emerald on green, with a white stripe, and overlaid with glistening hairs of a contrasting color.

Bouclés cloths will be in great demand, and already one sees many suits and coats of them. Sometimes the cloth has only a few of the *bouclés*, then again the entire cloth is covered with the little loops.

One naturally thinks first of broadcloth when a plain-faced cloth is mentioned. This season broadcloth has been the source of much discussion, and its future still hangs somewhat in the balance. But one way or the other, it will never quite lose caste. Another smooth-faced wool that is in great favor is called "baby lamb," from a dimly apparent wave in its weave that suggests the fur.

THE UBIQUITOUS RATINE

Whether it be made of plain 10-cent cotton toweling or a costly silk, the little curls of ratine remain in extreme favor, and among those in the first are some of wool for tailored models. As Tyltyl it appears in plain and fancy styles; as agaric the milliners use it largely; and as éponge, sandpaper woolen, frisé, or one of a dozen different local titles, it usurps the place of its betters in many a showing, for Fashion says very distinctly that we are to wear this material, whatever one chooses to call it, and therefore it must be given a prominent place. Solid colors are to be had in good quality from $3 a yard in 54-inch width, and $3.50 in the two-toned styles. From that basis one can gauge the countless varieties of stripes and figures that go to make up the tale of this favored fabric.

In silk ratine, the solid colors, almost garish in their brilliancy, are to appear as a foundation for braiding and cord-work. They are about 30 inches wide, and cost from $2 to $2.50 a yard. The two-toned ratines are even better liked and come in some extremely smart colorings, such as pink and blue, yellow and green, etc. (See page 60.) They cost $3 a yard and are 36 inches wide.

THE VIVID MACKINAW

After shilly-shallying for a good while, the Mackinaw has decided that it will accommodate itself to our more conventional demands, and we shall see these comfortable knockabout garments in several materials and styles that will doubtless scandalize the extremely conservative. The Mackinaw will undoubtedly largely replace the sweater, and we shall see it made of the plain blanket flannel just as often as of the correct plaids. A line, copied after the original blanket, is shown by one of our biggest woolen houses in large broken plaids, but it is significant that they also show side by side an equally complete line of solid colors.

It is good to be able to chronicle that there has never before been so many really good American coat woolens as are shown this season. Many of them are really superior to the imported stuffs in appearance and quality. The most popular coat material in the advance showing is chinchilla. Nothing could be better than the domestic cloth. The double-faced styles are ideally soft and thick. A pretty plaid in the color tones is much liked. White, scarlet, gray, and taupe are the favorite colors. The single weaves are also shown in the same rich and becoming colors.

Another smart and delightfully warm cloaking is a long-haired beaver cloth, prettily striped. This is a French stuff much shown in Europe. Fox brown is a favorite color.

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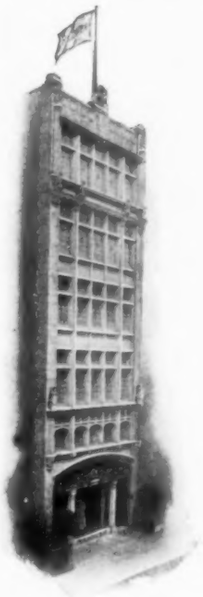

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GOWNS, SUITS, WRAPS, FURS AND MILLINERY

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ROBE-LAND FLEECE
GERMAN FELTED FINISH

We invite ladies of discriminating judgment to examine this best-of-all fabric for bath and lounging robes, dressing sacks, house coats, etc., for Fall and Winter wear. It is beautiful in appearance, reasonable in price, and, like all Pacific fabrics, superior to all imitations.

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Impervious **Hygienic**

THE ODORLESS DRESS SHIELD

The Odorless quality of OMO Dress Shields has made them famous

THEY are impervious, but contain no rubber, and are free from injurious chemicals. ¶ They are double covered; white, light in weight, cool to wear, hygienic, durable, and easily cleansed. OMO Dress Shields are of the highest grade. The trade-mark is protection against inferior quality, and a guarantee goes to the wearer with every pair.

Sample pair size 3 sent for 25 cents
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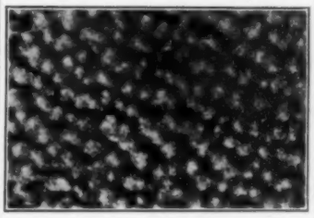

CHINCHILLA

which will be the smart coating material this Fall.

PLEASE notice that each individual "knot" is perfectly formed and stands out sharply and distinctly.

This feature distinguishes Worumbo Chinchilla from inferior makes.

At all smart shops you will be informed that "woolen fabrics" of only the best quality are sold under the name

"Worumbo"

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Ladies' Tailors & Furriers

Superb Exhibit of Imported Models

in Suits, Coats, Furs and Evening Wraps, including the most fascinating creations of the World's Foremost Designers, together with notable adaptations original with this establishment.

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ESTABROOK, 184 Summer Street, Boston

S O C I E T Y

Died

NEW YORK

Blagdon.—On August 13th, at her residence, Seventy-sixth Street and Park Avenue, Mary Hopkins Blagdon, wife of Crawford Blagdon.

Cutting.—On August 29th, at her summer home, Wee Bush, Newport, R. I., Marion Ramsay Cutting, widow of the late Brockholst Cutting.

Lawrence.—On August 25th, Lois Swan Lawrence, wife of Richard Lawrence.

Rogers.—On August 13th, at Tuxedo Park, N. Y., Henry Pendleton Rogers.

BALTIMORE

Jenkins.—On August 27th, Lydia M. Jenkins, widow of the late George Jenkins.

PHILADELPHIA

Furness.—On August 13th, at Wallingford, Horace Howard Furness.

WASHINGTON

McLean.—On September 9th, at Bar Harbor, Me., Emily Beale McLean, wife of John R. McLean, of Washington and Cincinnati.

Engaged

NEW YORK

Edgar-Davis.—Miss Agnes Le Roy Edgar, daughter of Mr. and Mrs. Newbald Edgar, to Mr. Stuart Davis, son of the late Edmund W. Davis.

Henry-Redfield.—Miss Elizabeth Prentiss Henry, daughter of Mr. and Mrs. Douglas Henry, to Mr. John Mansfield Redfield.

Ludlow-Stevens.—Miss Mary Alida Gouverneur Ludlow, daughter of the late Thomas William Ludlow, to Mr. Shepherd Stevens.

MacGregor-Oglesby.—Miss Dorothy MacGregor, daughter of Mr. and Mrs. Austen MacGregor, to Mr. Joseph H. Oglesby.

McLean-Ravenscroft. — Miss Helen McLean, daughter of Mr. and Mrs. James McLean, to Major Herbert Valentine Ravenscroft.

Malpass-Stevens. — Miss Anna Dingee Malpass, daughter of Mr. and Mrs. E. M. Malpass, to Mr. Lawrence L. Stevens, son of Colonel Edwin A. Stevens, of Castle Point, Hoboken, and Bernardsville, N. J.

Taylor-Russell. — Miss Elizabeth Willis Taylor, daughter of Mr. and Mrs. James Wilson Taylor, to Mr. John F. Russell, Jr., son of Dr. and Mrs. John F. Russell.

ATLANTA

Disosway-McKinley.—Miss Margaret Disosway, daughter of Mr. and Mrs. J. J. Disosway, to Captain James Fuller McKinley of the Eleventh United States Cavalry.

Hopkins-Eliot.—Miss Flournoy Hopkins, daughter of Mrs. Willoughby Sharp, to Mr. Gilbert Eliot.

BOSTON

Saunders-Bacon.—On September 1st, at Matakese Yarmouthport, Miss Elizabeth Bacon, daughter of Mrs. Gorham Bacon, and Dr. Lawrence Saunders.

Smith-Emerson.—Miss Margaret Sigourney Smith, daughter of Rev. and Mrs. Roland Cotton Smith, to Mr. Guy Emerson, son of Dr. Nathaniel Emerson.

CHICAGO

Felton-Sowers.—Miss Ruth Felton, daughter of Mr. and Mrs. Samuel M. Felton, to Dr. William F. M. Sowers.

PHILADELPHIA

Conway-Henry.—Mrs. John Conway to Mr. W. Barklie Henry.

ST. LOUIS

Overstolz-Whiteside.—Miss Marie Overstolz to Mr. James P. Whiteside.

Weddings

NEW YORK

Brett-Heckscher.—On September 20th, at Huntington, L. I., Hon. Oliver Sylvain Baliol Brett, son of Viscount Escher, and Miss Antoinette Heckscher, daughter of Mr. and Mrs. August Heckscher.

Dana-McCutcheon.—On September 14th, in Washington, Conn., at the country home of the bride's parents, Mr. Charles Loomis Dana, son of Dr. Charles L. Dana, and Miss Katherine Hurd McCutcheon, daughter of Mr. and Mrs. Robert H. McCutcheon.

Draper-Tuckerman.—On September 14th, in St. Mary's Church, Tuxedo, Dr. George Draper and Miss Dorothy Tuckerman, daughter of Mr. and Mrs. Paul Tuckerman.

Laughlin-Iselin.—On September 18th, at the country place of the bride's father in New Rochelle, Mr. Irwin B. Laughlin and Miss Therese Iselin, daughter of Mr. Adrian Iselin.

Low-Claflin.—On August 22nd, at the Church of the Ascension, Mr. Abbot Augustus Low, Jr., and Miss Elizabeth Stewart Claflin, daughter of Mr. and Mrs. John Claflin.

Noel-Duncan. — On September 28th, at Port Washington, Long Island, Mr. Louis W. Noel and Miss Nathalie Duncan, daughter of Mr. and Mrs. William Butler Duncan.

Nutting-Brooks. — On September 18th, Mr. Arthur Ronald Nutting, son of Sir John and Lady Nutting, and Miss Edith Brooks, daughter of Mr. and Mrs. Walter Brooks, of New York and London.

Scott-Ripley.—On September 9th, at Bar Harbor, Mr. Charles R. Scott, son of Colonel Robert Scott of the Irish Fusilliers, and Mrs. Sidney Dillon Ripley.

Seabury-De Witt. — On September 21st, Mr. Gerald Abbott Seabury and Mrs. Elizabeth Neilson De Witt.

Stewart-Fell. — On September 8th, at Bayhead, N. J., at the summer home of the bride's parents, Mr. John A. Stewart, 3rd, and Mrs. Abercrombie Fell, daughter of Mr. and Mrs. Francis P. Abercrombie, of Chestnut Hill, Philadelphia.

Tall-Rogers.—On September 11th, in the Church of the Incarnation, Lieutenant Wolcott Ellsworth Tall, U. S. N., and Miss Kathryn Howard Rogers.

Webb-Osborn.—On September 11th, Mr. Vanderbilt Webb, son of Dr. and Mrs. W. Seward Webb, and Miss Aleen Osborn, daughter of Mr. and Mrs. William Church Osborn.

(*Continued on page 112*)

WHITE TOWN CARS

Built Particularly For Women

THE White Forty Coupe is the pioneer woman's gasoline car. To the woman who drives, it offers the touring radius and flexible speed of the gasoline roadster, combined with the comfort, safety, and ease of operation of the electric brougham.

The left-side drive admits of easy access to the driving wheel from the curb. The White Electrical Starter, positive under all conditions, not only is operated by one simple motion from the seat, but also renders impossible the inconvenience of the engine being accidentally stalled. The lighting of the car, electric throughout, is likewise controlled from the driving seat.

The first of its kind, the White Coupe is the recognition of woman's demand for a clean, safe motor carriage for town and suburban use, having the grace, speed, and radius of travel which only a gasoline car can give. White Coupes are built in Thirty, Forty, and Sixty horsepower models.

The White Company

CLEVELAND

Manufacturers of
Gasoline Motor Cars,
Trucks and Taxicabs.

SIMPLEX

THE Simplex landaulet for the coming season will be equipped with large side windows, thus combining the advantages of the limousine with those of the landaulet. Wide doors, ample body room, modern appointments, and luxuriously comfortable upholstery are among the features that make these new models exceptionally appropriate for Park, Calling and Shopping purposes. Distinctiveness of design is shown in the chassis as well as in the bodies.

SIMPLEX AUTOMOBILE COMPANY

240 WEST 59th STREET
NEW YORK CITY

S O C I E T Y

(*Continued from page 110*)

BOSTON

Auchincloss-House.—On September 14th, in St. John's Episcopal Church, Beverly Farms, Mr. Gordon Auchincloss and Miss Janet House, daughter of Mr. and Mrs. Edward Mandell House.

CHICAGO

Hydrick-Liebling.—On September 18th, Lieutenant Jacob Lawton Hydrick, U. S. N., and Miss Josephine May Liebling, daughter of Mr. and Mrs. E. Liebling

MINNEAPOLIS

Fisher-Chandler.—On August 29th, at St. Mark's Episcopal Church, Mr. Harold Cooke Fisher and Miss Gertrude Burbank Chandler, daughter of Mr. and Mrs. Wallace Brooks Chandler.

ST. PAUL

Butler-Hunter.—On August 29th, at Fargo, N. D., Mr. Francis Peabody Butler, of Chicago, and Miss Deborah Hunter, daughter of Mr. and Mrs. John C. Hunter.

SAN FRANCISCO

Pool-Sprague.—On September 19th, Mr. Henry Pool and Miss Isabel Donahue Sprague, daughter of Mr. and Mrs. Richard Sprague.

Weddings to Come

NEW YORK

Cluett-Black.—On October 1st, at the home of the bride, Miss Beatrice Cluett, daughter of Mrs. George Bywater Cluett, of Troy, N. Y., to Mr. R. Clifford Black, of Pelham Manor, N. Y.

Crocker-Kelly.—On October 19th, Miss Charlotte Crocker, of Fitchburg, to Mr. Shaun Kelly.

Gilbert-Renshaw.—On November 21st, Miss Lilla B. Gilbert, daughter of Mrs. H. Bramhall Gilbert, to Mr. Howard Price **Renshaw.**

Rathbone-Morgan.—On October 19th, Miss Mary Rathbone, niece of Mrs. J. Archibald Murray, to Mr. William Fellowes Morgan, Jr.

Roebling-Tyson.—On October 16th, at the home of the bride, Miss Helen Roebling, daughter of Mrs. Charles A. Roebling, of Trenton, N. J., to Mr. Carroll S. Tyson, Jr., of Philadelphia.

BOSTON

Saltonstall-Weld.—On November 2nd, Miss Katharine Saltonstall, daughter of Mr. and Mrs. Philip L. Saltonstall, to Mr. Philip Weld.

PHILADELPHIA

Townsend-Jacques.—On October 19th, Miss Marjorie Townsend, daughter of Mr. and Mrs. J. Barton Townsend, of Overbrook, Pa., to Mr. Herbert Jacques, Jr.

Calendar of Sports

AUTOMOBILING

September 23-October 3.—Third Annual Rubber and Allied Trades Exposition at New Grand Central Palace, New York.

October 7-11.—Reliability race, Chicago, Ill.

DOG SHOWS

September 27.—Lenox Dog Show, Lenox, Mass.

September 27-28.—Southern Collie Club Specialty Show, second annual field trials, Cincinnati, Ohio.

September 28.—Chicago Collie Club, Chicago, Ill.

September 28—Western Airedale Terrier Club, Chicago, Ill.

October 2-3.—Delaware Valley Kennel Club, Interstate Fair Grounds, New Jersey.

October 2-5.—Spokane Kennel Club, Spokane, Wash.

October 15.—Empire Beagle Club, Elmira, N. Y.

October 22.—Central Beagle Club, Seventeenth Annual Field Trials.

October 23.—Central State Field Trial Association, Annual Field Trials, Hamilton, Ohio.

October 28.—Southern Ohio Field Trial Association's Second Annual Field Trials, Cincinnati, Ohio.

GOLF

September 28-October 5.—Essex Country Club, Manchester, Mass., Women's Championship.

October 3-5.—Nassau Country Club, Annual Fall Tournament.

October 9-10.—Wilmington C. C., Farnum Memorial Cup.

October 10-12.—Belmont Spring C. C., Open Tournament.

October 12, 13, 19, 20, and 26.—Club Championship, Oakland Golf Club.

HORSE SHOWS

September 25-28.—Bryn Mawr.
September 26-28.—Mineola, L. I.
September 26-28.—Morristown, N. J.
September 30-October 6.—Spokane, Wash.
October 1-4.—Brockton, Mass.
October 4-5.—Piping Rock (Locust Valley, L. I.).
October 5.—Montclair, N. J.
October 9.—Danbury, Conn.
October 12-18.—Hagerstown, Md.

TENNIS

September 23.—Longwood Cricket Club, Boston, Mass.; Women's Open Tournament.

October 7.—Hot Springs Tennis Club, Hot Springs, Va.; Open Tournament.

THE CAPTURE OF LOTI AND HIS PLAY

(*Continued from page 28*)

This is the center of Loti's series of oriental rooms. Out of it opens a Moorish room, a Turkish room, an Arabian room, a Japanese room which contains a hundred Buddhas, and perhaps most wonderful of all, the Chinese Throne Room. The story of its acquisition runs thus:

During the Boxer Rebellion M. Loti commanded a French division which entered Pekin when it fell to foreign troops. Soldiers looted the imperial palace and threw its treasures in a lake. Loti had the lake dragged and the imperial throne of China and many of the palace decorations brought to his home at Rochefort. So there to-day one may see the throne on which sat many of the great rulers of China.

In these rooms Loti writes his romances of oriental lands. With his rich experience of them and in this atmosphere about him, is it any wonder that they are the most vivid transcripts of eastern life we have?

THE SHABBY HOUSE OF TREASURES

Not all the house is thus orientalized. There are other suites in period styles—a Renaissance room beyond which lies the Salon Rouge, a Gothic dining-room, and others as elaborate and perfect. And out beyond it all is the great tropical garden which almost deceives one into believing oneself in the rich lands of the Far East.

How can all this be hidden behind the discolored stone wall of a shabby little house in Rochefort, and, moreover, why should it be?

Why, this is the ancestral home of Pierre Loti. It must therefore be his home, and all the good things of this world that he may acquire must be brought hereunto. So he has extended it in all directions to accommodate his treasures. Thus he satisfies his longing for the almost morbid and perverse grace of those far lands for which he has ever had so ardent and devout an affection. With his love for air heavy with the scent of gardenia and tuberose, his understanding of much that is weird and mysterious in ages past and in strange lands, what will be the impression produced on him by the practical, up-to-date city of New York?

L. H.

Forsythe

THIRTY-FOURTH STREET, NEW YORK

The Largest Waist House in the World

TAILORED WAISTS

Open Front; Black and Colors

Satins	$5.75	$7.50	$10.00
Crepe de Chine	6.75	9.50	12.50
Taffetas	5.75	7.50	10.00
Plaids and Striped Silks	5.75	7.50	10.00
White Indias	4.50	5.75	7.50
White Washable Satins	5.75	7.50	10.00
Striped Wash Silks	5.00	7.00	9.00
Non-Shrinkable Flannel	5.00	6.00	7.50
White and Colored Madras	3.50		

SEMI-DRESS WAISTS

Open Front and Back; Black and Colors

Satins	$5.00	$7.50	$10.00
Taffetas	4.50	6.75	9.50
Crepe de Chine	5.75	7.50	10.50
Charmeuse	7.50	9.50	12.50
Satin Brocades	7.50	10.50	16.50
Silk Crepe	7.50	9.75	14.50
Silk Voiles	5.75	7.50	10.00
Messalines	4.50	5.75	7.50
Peau de Soie	5.75	8.50	12.50

WASH WAISTS

Open Front and Back

White Crepes	$3.75	to	$18.00
White Voiles	2.50	to	3.50
White Marquisettes	3.75	to	50.00
White Lingerie	2.50	to	35.00
White Batiste	3.00	to	12.50
Handkerchief Linen	7.50	to	16.50
Embroidered Linen	3.50	to	21.00
Linen Riding Shirts	4.50	to	7.50
Linen Waists	3.50	to	7.50

FANCY DRESS AND FRENCH NOVELTY BLOUSES

Black and Colored Chiffons, Charmeuse, Crepe de Chine, Satin Brocades, Laces, Nets, Hand-made Lingerie and Crepe, Irish Laces, etc. **$5.75 to $75.00**

For anything and everything in waists, send or come to us — Mail Orders filled promptly

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Made to measure in French Terry Cloth. Soft, light weight, yet warm and very stylish. Special, $65.

This smart tailored suit will be made to your measure in 4 days. Our experience and workmanship assure perfect fit, graceful lines and styles becoming the individual.

Beautify *and* Soften *Your* Hands

while sleeping, resting, reading or motoring

Wear a pair of

The Juliet Medicated Chamois Gloves

and you will notice on removing them there is a marked change in your hands—softer and whiter.

Sun burn, wind burn, tan, roughness and **redness**, no matter what the cause, are removed, and the hands are whitened and softened without discomfort—effort—or massage.

Sent Postpaid
With a dollar box of Juliet Paste Medication for **$3**
Mention glove size when ordering

The JULIET MEDICATED CHAMOIS GLOVE is made from the best grade of chamois, in all the sizes of the ordinary glove, with the additional medicated feature. With each pair of these wonder working gloves there is a jar of JULIET PASTE MEDICATION which you apply on the hands before putting on the gloves. The gloves are of such excellent quality that you can wear them when motoring, or shopping—and the paste will not come through.

Wear a pair of these gloves at any time where it will not be necessary to remove them until you return home, and inside of two weeks your hands will be as soft, white and beautiful as you could possibly desire. The medicinal properties of these medicated chamois gloves purge the pores of impurities, heal chapped and inflamed skin, soften and cleanse the cuticle around the nails, nourish the hollow spots.

Send us $3.00 and your glove size, and we will forward to you, postpaid, a pair of wrist length, splendidly made, medicated, chamois gloves, with a jar of JULIET PASTE MEDICATION.

Elbow length (16 button) mailed post-paid on receipt of $4.00, including one jar of Juliet Paste Medication. Extra jars of Juliet Paste Medication $1.00, postpaid.

THE JULIET COMPANY, 211 W. 20th St., N. Y.

For Sale by P. F. FERRIERE, "THE FRENCH PERFUME SHOP," 162 West 23rd Street, N. Y.
Sold by R. H. Macy & Co., N. Y., at Imported Perfumery Dept.

THE JULIET FACE WAX Holds the skin and muscles in repose and prevents the formation of wrinkles. It strengthens the worn muscular tissues, rests the nerve fibres and allows the skin to grow firm and smooth. If worn while motoring the straining of the facial muscles is prevented. Being flesh color it is not observable under chiffon veiling.

Sent postpaid on receipt of $1.00 or for sale at any of the above addresses

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Moderate Price Gowns to Order

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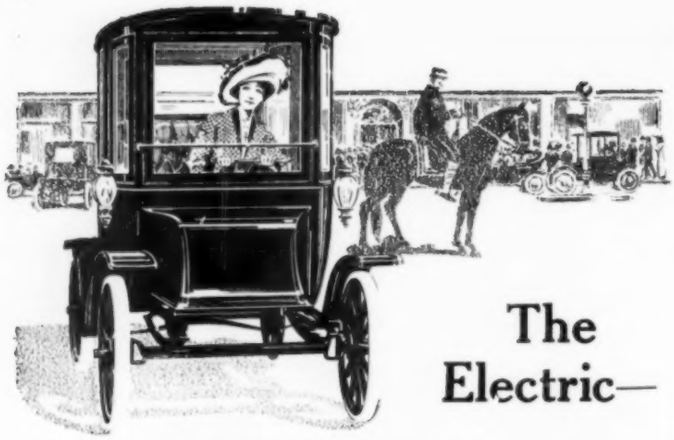

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the simplest of motor cars

IN and out of congested city traffic goes milady in her Electric. Quickly and easily—with maximum safety—the Electric threads its way. Luxuriously comfortable within, quiet and dignified without, correct for every occasion—an Electric is the car desirable for a woman.

¶ It is so *easy* to run an Electric—the simple control is so contrived that it is instinctive to do the *right* thing at the right moment. An Electric responds instantly to the will of its operator—just a slight pressure and you glide noiselessly away—fast or slow, as you wish.

¶ At afternoon functions, in the shopping centres, at evening receptions or the theatre, the Electric is the woman's car pre-eminent. Its immaculate cleanliness makes it a fit equipage for the most daintily gowned woman. An Electric serves the woman of fashion better by far than any other type of motor car.

¶ But besides its other advantages, the Electric is the motor car of greatest economy. Its purchase price is moderate—its maintenance cost is lowest. Whether or not you own other cars, you really ought to have an Electric.

Interesting literature about Electric Vehicles sent gladly. Write today

Before you buy any car —consider the Electric

ELECTRIC VEHICLE ASSOCIATION OF AMERICA

BOSTON NEW YORK: 124 W. 42nd St. CHICAGO

(42)

Crystallized Grape Fruit

A Delicious Confection Made of Finest Florida Grape Fruit and Sugar

A Gift Worth While

A Splendid After Dinner Bitter Sweet

Carefully Prepared in Aluminum Utensils in the Clean Geneseo Jam Kitchen and **attractively packed in 1 pound Japanned Boxes. For sale by all high class Specialty Grocers for 75 cents, or sent prepaid on receipt of 90 cents.**

Write for circular of Other High Grade Specialties

MISS ELLEN NORTH : Geneseo, N. Y.

Winter Trip to Mediterranean Including *Algiers, Sicily, Greece, Dalmatia* and *Riviera*. Small private party starting in November. Address THE MISSES PHILLIPS, 127 East 46th street, New York

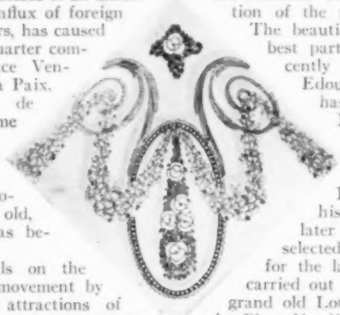
FREE Send 2c stamp to cover postage for liberal samples of Keeler's Superior Cold Cream, Cold Cream Soap and Face Powder, the finest preparations made for the skin and complexion; also a booklet, "The Secret of Beauty." **C. E. KEELER CO., Dept K, Phila., Pa.**

The BUSINESS INVASION *of the* CHAMPS ÉLYSÉES

Along the Aristocratic Drive Shopkeepers Now Assemble Their Wares—Feminine Luxuries From Scents to Motor Cars are Here Displayed

THE recent invasion of trade into the famous Avenue des Champs Elysées, the fashionable route of the afternoon drive to the Bois, is, to be sure, that of the *"commerce de luxe,"* but it is none the less unwelcome. It has already greatly changed the aspect of this splendid thoroughfare, not long since an exclusively residential section.

The constantly increasing prosperity of Paris, caused by the enterprise of new firms and businesses of all kinds, together with the influx of foreign residents and visitors, has caused the old shopping quarter comprised in the Place Vendôme, the rue de la Paix, and the Place de l'Opéra, to become so congested that wider spaces have become necessary, and so an exodus from these old, crowded centers has begun in earnest.



The smart hotels on the avenue began the movement by setting forth the attractions of the five-o'-clock tea when music in flower-decked salons was offered as an accompaniment to toasted muffins, cake, and tea. Then several automobile houses showed new cars behind the great plate glass windows of the first floors of apartment houses, and then, almost instantaneously, appeared jewelers, florists, confectioners, perfumers, then salesrooms for dogs of high degree, art galleries, and finally dressmaking houses. The owners of *"hôtels particuliers,"* as private dwelling houses are called in Paris, have not scrupled to give old residents notice to quit in order to secure as tenants the business firms who are willing to pay any price for what they want. We hear that an offer of fifty thousand francs for a ground floor apartment is frequently made, and, in one case, eighty thousand francs was paid for an apartment including the *entresol*.

THE FIRST INTRUDERS

Under the firm name of "Morris," an American tailor of women's suits and dresses, daring to enter into rivalry with French houses on their own ground, has taken the first floor at number twenty-six. He intends to prove the superiority of the American tailor in making women's tailored garments. The question is, will the work produced here be of the same quality as that done in New York? He holds that while designing can be done as well in America as in Paris, results are easier achieved here on account of the greater facilities for procuring all the little finishing details which count for so much in a costume, and a greater variety of trimmings and materials. This is certainly true, as individual orders, even small ones, for an exclusive design may be readily carried out in Paris.

Réverdot is transferring his dressmaking establishment from the rue Vivienne to the avenue, and a little farther up what is at present a residential apartment, will soon be occupied by a great lace house. Guérin-Boutron's chocolates will be sold on another ground floor apartment, and Guerlain, the perfumer, is on the point of transferring his business to one of the finest *"hôtels particuliers"* on the avenue.

An important move will be that of Callot Soeurs, who have bought a large block of four houses at the Rond-Pont, which gives onto three other streets. As soon as the lease of the present tenants has expired, the elaborate work of renovation will begin.

Thus far the move most important to the feminine world is the inauguration of the new Maison Bulloz. The beautiful mansion, on the best part of the avenue, recently occupied by Baron Edouard de Rothschild, has been taken by Monsieur Bulloz. Several years ago when Monsieur Beer died, Monsieur Bulloz, who had been his pupil for years and later his colleague, was selected to succeed him, and for the last six years he has carried out the traditions of the grand old Louis XIV mansion of the Place Vendôme. Monsieur Bulloz's gifts of youth, simple manners, and a most prepossessing personality and appearance, allied to a real genius for achieving perfection of line in dress and a daring taste in color and design, qualities which have brought him personal fame, are certain to achieve success for him in his new venture. The fact that nearly all his staff, fore-women, tailors, *vendeuses*, and manikins, have followed him to his new house speaks volumes for his popularity with his employees.

THE HOUSE OF BULLOZ

The appearance of a fine old private dwelling which distinguishes this house, with its façade and French roof, will be carefully preserved. The great entrance door is reached by low steps which lead from a sheltered passage and opens into a large hall flanked on one side by rooms devoted to special branches of the sartorial art. A splendid staircase winds upward to the reception and exhibition rooms above. The first, a square, central room, is open to the second story, all the rooms of which give onto an overhanging balcony. The salons are decorated in gray and gold, and lighted by immense crystal chandeliers and long windows shaded by white net and heavy gray draperies. All this lightness and gaiety is a charming background for the manikins.

THE OPENING DAY

To judge by the throng which filled every corner of the rooms when they were first opened to the public, the notice of Monsieur Bulloz's opening day must have brought every foreign shopper in Paris. The rooms were so crowded that it was not possible for the *vendeuses* to follow the usual custom of standing near their customers, because the chairs were placed so close together, and finally the spaces near the door became so congested that the manikins were obliged to enter and go out by the same door.

(*Continued on page* 126)

"Everything Made on the Premises, Everything Made to Measure"

Lane Bryant

19 West 38th Street, near Fifth Avenue, New York

Largest Maker and Retailer of Dress and Negligee

OUR NEW BUILDING WILL BE THROWN OPEN IN OCTOBER WITH A MAGNIFICENT SHOWING OF ADVANCE MODELS FOR AUTUMN AND WINTER

The assortment comprises everything in women's apparel. Styles selected abroad will be exhibited with our own designs on spacious floors that make shopping a pleasure, and offer equal opportunities for quick buying and for leisurely selection in our dressmaking department

Waists, Suits, Skirts, Coats and Corsets in Large Variety Have Been Added to Our Extensive Line of Negligees and Simple Dresses

Our prices are at least one-third lower than the average, as we manufacture everything under one roof, and sell direct to the wearer.

While prepared to serve many more customers than in the quarters we have outgrown, we cannot but thank the early patrons whose appreciation made this growth possible, and hope to welcome them at the opening. Our staff will be found courteous and helpful whether a purchase be made or no.

Maternity Dresses, Coats, Suits, Waists, Negligees and Bed Jackets, Tea Gowns, Lingerie and Corsets Ready to Wear and Made to Measure

PATRONS OUT OF TOWN WILL FIND OUR MAIL ORDER DEPARTMENT PROMPT AND EFFICIENT IN EVERY RESPECT.

A HANDSOME, ILLUSTRATED CATALOG WILL BE SENT POSTPAID UPON REQUEST TO DEPARTMENT "V."

M. COWEN COMPANY
INC.
IMPORTERS
Ladies' Tailors, Furriers and Habit Makers
7 West 38th Street, New York

COWEN'S Combination RIDING HABIT

for riding, motoring and outdoor sports all in one garment.

In presenting this exceptional garment to discriminating women we offer the same smartness and individuality which characterize all Cowen costumes.

Our Combination Habits as well as other of our patented and ordinary habits and street apparel may be had made to order or ready made at popular prices.

Ready made Habits - $30 up
Made to order Habits - $65 up

Samples, sketches and self-measurement blanks sent upon request.

Fox-Stiefel & Co.
Motor Apparel

FALL AND WINTER 1912-1913

First Style Exposition

Motor Hats & Bonnets

Imported Novelties and Our Own Creations
ELABORATE SHOWING

FUR and FUR LINED COATS

Motor Coats
FOR MEN AND WOMEN

RAINCOATS

Department of
CHAUFFEUR EQUIPMENT
SUITS and OVERCOATS
ready for service and to order
Send for illustrated catalog
Sole Agents for ALFRED DUNHILL MOTORITIES, London

FIFTH AVE & 34TH ST.
OPPOSITE THE WALDORF ASTORIA

Large set in Natural Blue Fox, trimmed with heads, tails and paws

Revillon Frères

FOUNDED 1723

Furs

GRACEFUL sets in Silver, White, Blue or Cross Fox in natural animal effects. Shawls and muffs in softest qualities of Broadtail, Ermine, Mole and Seal. New models in long coats for street, evening and motoring.

19 West 34th St., New York

PARIS LONDON

WHAT *the* GARDEN NEEDS AT THIS SEASON

IT is best when the soil of the garden begins to lose its fertility to give it purely mechanical treatment in the autumn and follow this by fertilizing it in the spring. The autumn treatment consists of what is known as either "ridging" or "trenching" the soil.

Ridging consists in throwing the soil up into hills or ridges early in the fall, and at the first sign of frost throwing these aside into other ridges, thus thoroughly mixing and aerating the soil. The ridges should be allowed to remain unraked through the winter. Trenching means to begin at one end of the garden and turn the soil over to the right; where the first shovelful of soil came out, the next one is thrown in. The result is the same as in ridging, but this is considered a more thorough method of aerating. Stable manure may be put over the top of the ridges in the fall, and dug in next spring.

FEEDING THE TREES

Trees require feeding in order to attain their fullest development. The treatment is best given in the autumn. As soon as the leaves begin to fall, they should be given a deep mulching of manure. The essence of fertility will leach out in the winter, and be available as soon as growth starts in the spring, whereas if put on in the spring, it is not only unsightly, but cannot be at once utilized by the trees. In the spring commercial fertilizers containing potash and phosphate should be applied as a top-dressing before the growth starts. A prepared fertilizer for this purpose can be obtained from any seedman or plantman.

POTTING PLANTS FOR WINTER

It is well to keep in mind when potting plants for the winter that those of many fine, fibrous roots will live longest, as it is these fine roots which feed the plants. If they are broken off the plant has to replace them before it can continue its growth. This is what is meant by "checking" plants. To assure healthy growth, the plants must be well soaked about the roots before planted. The pots should be soaked in water for twenty-four hours before using. If a plant is put in a dry pot, the pottery will absorb all the moisture from the soil, and kill many of the fibrous roots. A six-inch pot will absorb as much as a pint of water.

Such plants as the rubber-plant, ferns, croton, begonia, and others of this type should receive a treatment with lime-water before they are taken indoors for the winter. There are many ways in which the eggs and cocoons of noxious insect germs can obtain access to the leaves or roots when they have been on the porches or out in the garden during the summer. These are sure to develop during the winter and cause trouble. Each plant, therefore, should be examined for aphis (plant lice), and if any are found the plant must be sprayed with strong soap-suds made from white soap, and the soil soaked with lime-water made by dissolving five pounds of quick-lime in two gallons of water. When the lime is slaked, it should remain untouched for forty-eight hours, or until the sediment has all settled at the bottom. The clear solution from the top is used to soak the soil. This will kill all insects, and at the same time correct the acidity detrimental to the growth of the plants.

EMPTY FLOWER BEDS

There are few things so ghastly as the average flower-bed when the flowers have been killed by the frost. There is really no necessity for this and the practice of good gardening methods requires that all rubbish be removed from the beds in the fall. This treatment kills insects and diseases and prepares the garden for the fall digging.

Soil that is merely dug up in the spring of the year, used during the summer, and allowed to lie as the frost finds it, loses half its opportunities for fertility. The beds should be dug as soon as the first frost kills the foliage and be allowed to lie in ridges for a month, when they should be roughly raked, given a dusting of lime to correct any acidity in the soil, a good covering with bone-meal raked in finely, and lastly should be properly graded to carry off the surface water which prevents winter erosion. In the spring the soil will be in fine shape, and filled with plant-food.

LONG GRASS OVER THE WINTER

As soon as the first frosts come, the bar of the lawn mower should be raised so as to leave the grass three inches high and it should be kept at this hight the remainder of the season. There are nuts on each side of the mower for this purpose, and a turn with a wrench will raise the bar. It is not good for the grass to go into winter cut as short as we keep it in mid-summer, when our desire is to have it "velvety." Grass cut three inches from the crown, which has received a top-dressing of manure, or a feeding of Canadian, unleached hard-wood ashes will rarely freeze out unless ice forms on it, but this will not happen if there is proper drainage.

FALL PLANTING OF SHRUBS

There is a great deal of misinformation abroad as to the possibility and value of fall planting of shrubs. There are many shrubs which can best be planted in the fall, but it must be early in the fall, or there will be no advantage in it. To get the best results it should be early enough for the shrubs to become well established and produce roots before freezing time. By a heavy mulching of manure, which prevents hard freezing, it is possible to ward off this stoppage of root growth until December. The manure should extend two feet beyond the spread of the branches of the shrubs. It may be left on all winter and removed early in the spring.

PLANT THESE FLOWERS IN THE FALL

There are some hardy flowers which can make root growth before freezing and so may be safely planted at this time of year, but there are a number which should not be set out until spring, as their root-growth naturally stops at the end of the season and cannot be started again until spring. Putting them out in the fall simply means cold storage for the winter. They are better inside.

The common hardy flowers which should be planted in the fall are: Hardy phlox, large-flowering clematis, foxglove, larkspur, dianthus, cosmos, arabis, hollyhock, aconite, achillea, anemone Japonica, and aquilegia. They may be set out any time after the first of September, and if covered with a thick

(*Continued on page* 120)

Smart Walking Suit
of Coarse Woolen Diagonal
with waist coat of striped silk

Berydorf & Goodman Co.

32 West 32nd Street

New York

Tailors
Dressmakers
Furriers

Madison Square 4240

Elizabeth Arden

Venetian Preparations — *Facial Treatments*

Elizabeth Arden Announces Several New and Important Toilet Preparations

Miss Arden has returned from Paris, bringing with her many new and valuable toilet preparations which have never been introduced till now in this country, and which will be obtainable at her Salon exclusively. Miss Arden cordially invites you to test their merits with confidence that the results will justify every claim made for them.

The Narragansett Season Most Successful

Many enthusiastic friends and patrons were gained at the Arden Salon at Narragansett this summer, and Miss Arden trusts to enjoy a continuance of their valuable patronage throughout the coming seasons. An increase in the attendants and an enlargement of the equipment in the New York Salon has taken place, and arrangements to receive ladies for treatment during the Fall and Winter have been completed.

¶ If you cannot call at the Salon, send a cheque by mail for any of the preparations here mentioned. The order will be promptly filled

¶ VENETIAN LILLE LOTION whitens the skin, keeping it smooth and free from blemish; in pink, cream and white. Bottle, $1.00, $2.00.

¶ VENETIAN SKIN-TONIC renders the skin clear and firm, invigorates relaxed tissues, offsets climatic effects. Bottle, 75c, $1.50, $3.00.

¶ VENETIAN CLEANSING CREAM, when used after riding, driving or motoring, will thoroughly cleanse the skin. Jar, 50c, $1.00, $2.00.

¶ VENETIAN PORE CREAM reduces enlarged pores, removes blackheads, refines the skin texture. Jar, $1.00. 5c additional by mail.

"The Quest of the Beautiful" will interest you. Write for a copy. No charge.

509 Fifth Avenue — Between 42nd and 43rd Sts. Phone 6397 Bryant — New York

The Charm of Woman

is enchanced by the perfume of most alluring character.

Cœur de Jeannette
(HEART OF JEANNETTE)

The only true embodiment of the *Glory of the Garden* created by the first perfumer of France,

HOUBIGANT
PARIS

Adds to a charming personality that elusive fragrance needed to make it most distinctive. Two-ounce bottle, all dealers, $3.15.

Sample of Coeur de Jeannette for 20c—actual cost, postage, etc.

PARK & TILFORD
225 FIFTH AVENUE — NEW YORK
Sole Agents in the United States

La Resista CORSETS

CORSET COMFORT

Style and Beauty

LA RESISTA Corsets are luxuriously comfortable because they are fitted with the flexible

SPIRABONE

This wonderful flexible stay instantly responds to every movement of the body. It won't rust, break or turn on edge. There's a Chic Style in every LA RESISTA, that is distinctive. They give the inimitable, easy grace of unrestricted motion because of their *UNRIVALED FLEXIBILITY*, due to skillful designing, the softness and fineness of the materials, and SPIRABONE. THE NEW FALL MODELS have many Special and Distinctive features found only in the LA RESISTA

This is the Famous Spirabone

Note the interlocking weave—the patented feature which belongs exclusively to SPIRABONE. This weave is so nicely fashioned that it always retains the shapely lines of the corset.

Don't accept imitations. SPIRABONE is patented and you can **only** get it in our corsets.

Some LA RESISTA Fall Styles

Style No. 900 New triangular gored model—Meets fashion's latest demands..... $5
Style No. 911 New extension back model—Gives slender figure lines..... $8
Style No. 987 Our newest exponent of figure building $12
Other models, $3 to $25 a pair

For sale at all good stores, or at our Exclusive Retail Warerooms, where Expert Designers will fit you perfectly.

SEND FOR ILLUSTRATED BOOKLET.

We Want Agents in cities and towns where we are not now represented. Write for our attractive proposition.

LA RESISTA CORSET CO.
11 West 34th Street Opp. Waldorf-Astoria New York

VOGUE POINTS *from* PARIS

BROCADES have replaced embroideries. Ball trimming and Irish lace are conspicuous by their absence. Frenchwomen are not wearing earrings.

THE skirts shown by Martial et Armand are wider than those shown by other couturiers.

THE waist-line of the dress may be placed just below the bust, at the normal waist, or on the hips.

FRILLS of white Florentine silk, laid in pin-width plaits, are very smart with dark colored frocks, and have replaced the frills of tulle which were so popular during the summer months.

THE low cut of the corsage, and the extremely thin materials used in its construction are responsible for the coat which closes tightly across the chest, and is finished at the neck with a standing collar of fur.

VERY few houses show separate blouses with street suits. The upper part of the corsage is usually of white chiffon, and the lower part matches the skirt. Chéruit alone is showing some separate blouses, which are very smart, and always developed in white.

LONG sleeves are worn. When made of chiffon they are usually shirred into cuffs. When made of brocade, of satin, or of velvet, they are very tight and shapely, and frequently bordered with fur. Some sleeves show fullness above the elbow in the shape of shirred or plaited puffs.

BREITCHWANZ, chinchilla, ermine, mole-skin, opossum, marten, *petit gris*, skunk, sable and pointed fox are modish furs. Handsome mantles are made of ermine, always without tails. "*Petit gris*" is gray squirel, very silky and of a prettier color than the American gray squirrel. Worth is using otter.

THE train which hangs from the waist-line or the shoulder and has square ends is smarter and far more artistic than the skirt train, which is cut to a narrow point and flops from side to side in a nervous, spasmodic way.

MODISH brocades are in two colors only. A combination which is very much liked for street wear is black velvet on a ground of Japanese blue silk. For formal wear old-red brocaded in gray velvet is lovely. Dull grays or yellows brocaded in gold or silver, and trimmed with fur, have great cachet. All shades of yellow, such as canary, lemon, sulphur, and amber, are popular for evening gowns. Pale pink and baby blue are conspicuous by their absence. Oriental colors are preferred.

WORTH and Chéruit use heavy, black silk hercules braid two or three inches wide on street costumes. A general tendency towards modifications of the Russian blouse is noticeable, and on these suits the wide braid trimming is used; it runs from the shoulder down the side to the bottom of the knee-length tunic skirt, belts in the slightly bloused waist and finishes the long sleeves at the wrist.

INSTEAD of braid, Francis is using a heavy silk grosgrain belting as trimming. It is in variegated colors; is about two inches wide and woven in pastel shades of blue, rose and green.

NARROW belts of cloth with small round buckles of tortoise shell or smoked mother-of-pearl are used on Worth's cloth suits. These belts sometimes encircle the slightly raised waist of the skirted coats, or they may start from either side of the semi-fitted backs and fasten just to one side of the front, holding in the slight fullness.

OTHER Worth coats are belted with wide crush girdles of changeable taffeta or plaid ribbons with long ends knotted loosely at one side and finished by a nine-inch-wide silk fringe, self tone or changeable. His skirts are high at the waist, plain back and front and gathered at the sides. At the feet they are excessively narrow.

AS always, Worth favors black velvet for reception and street gowns and plain satin in all colors for evening toilettes; the trains of the latter are covered with draperies of chiffon, which hang loose from the waist-line and are caught at the tip end of the square cut train. Old-time crush roses of black or pink edge many of the plaited chiffon panels of the evening skirts, or outline the overdraperies of velvet and brocade.

NET and chiffon sashes weighted with heavy tassels of pearl, jet or strass figure conspicuously on evening gowns; they hang from one or from both sides of the crush girdle in the back.

TRIANGULAR shaped pieces of net and chiffon, outlined with strass, and ornamented with tassels, form the airy nothings that on evening gowns are called by courtesy, sleeves.

WORTH'S trains are cut square, hang loose from the waist in detached panels, or in full box plaits, and are caught with long stitches at the bottom of the skirt.

ELABORATE buttons of rhinestones or pearls trim the reception gowns of moire and velvet, and large crystal buttons of dark blue or red are seen on many of the cloth suits.

THE Chéruit jackets are made with cutaway skirts rippling into fullness at either side of the straight panel backs. The sleeves are long, are inserted into the armhole with fullness and are finished at the hand by a tight, turn-back cuff of satin or a two-inch band of fur.

MANY of Béchoff-David's tailor suits show plain, straight skirts with habit backs and Empire waists, in a length just clearing the ground and flaring slightly from the knee down, thus giving considerable more fullness at the feet than in the past season. Other skirts are, in accordance with the prevailing style, slightly draped at the side, and some even in the heaviest velours de laine are finished at the high waist by a double ruffle of the cloth, which rises all of an inch and a half above a narrow belt of ribbon.

(*Continued on page* 120)

Sunburn and Tan Removed by Special Treatment

The skin of the face, neck, arms and shoulders, if allowed to become reddened and browned by the sun during summer, will present a mottled and discolored appearance throughout the Fall and Winter if not properly treated. A special treatment devised by Mrs. Thomas has been found to remove the unattractive discolorations in a remarkably short time in cases where other methods previously used had failed altogether to bring relief. A short course of this treatment is given at the Salon at a moderate charge, or Mrs. Thomas will send implicit instructions for treatment at home with the aid of her preparations. For prices, etc., address Dept. 1-L.

ALL PREPARATIONS WILL BE SENT BY MAIL

TO ANY ADDRESS

Eyelashes and Eyebrows Lengthened and Thickened

Hulda Thomas' famous LASHGROW (for use at home) has proved the most successful innovation of its kind ever presented. It fills an actual need which has never been met before, for it is today positively the only treatment which grows full, luxuriant lashes and shapely brows, harmlessly and quickly, making the whole face more beautiful. To those who purchase the LASHGROW at the regular price ($5.00) during the Opening Week, Mrs. Thomas will present the

Mascarillo Treatment, *Free*

The Mascarillo Treatment consists of a harmless preparation which darkens the lashes and brows, making them doubly effective. Address Dept. 1-L.

Hulda Thomas announces her Annual Fall Opening Week, Oct. 7th to 12th, at which time she will be glad to personally receive callers at her Salon, 11 West 38th Street, New York, and demonstrate her various original methods of creating true personal beauty. Special prices for preparations will prevail during the week and visitors will be presented with dainty souvenirs. :: :: :: :: Vogue readers are cordially invited.

The "Human Mould" Reduces Flesh, *Particularly the Waist and Hips and Develops Any Figure to Normal*

This apparatus, a most ingenious invention, consists of a harness that fits the body perfectly, and in exercise develops each muscle harmoniously, forcing fat into circulation, and making the figure strong, lithe and supple. It is so arranged that those parts of the form which should be kept well in restraint are reduced to a minimum, while undeveloped parts are given an opportunity to develop to normal proportions, and the whole system is strengthened and made more healthful. The "Human Mould" insures a good figure, shapely arms and limbs, a fresh complexion and a graceful carriage, without the use of drugs, and without the "reducing corset" which confines and compresses. Demonstrated at the Salon. Write for full description to Dept. 1-L.

EXPLANATORY LITERATURE

MAILED ON REQUEST, INQUIRIES PERSONALLY ANSWERED BY MRS. HULDA THOMAS

A Natural, Healthy, Rosy Complexion

Hulda Thomas' Scientific Facial Treatment draws the blood into the underlying tissues and muscles of the face and directly into the skin, giving life, vitality and tone to the muscles and bringing a rosy healthy glow to the cheeks. Send 25c in stamps for Sample to Dept. 1-L.

Beautiful Hands, Plump and White

are symbols of culture and refinement. If your hands are scrawny, spotted, bony or yellow, Hulda Thomas' MASSAGE CREAM for the HANDS will restore the full contour, making them creamy and white. $1.00 Tube.

MANICURING :: SHAMPOOING :: SCALP TREATMENT :: HAIR GOODS

Try these Hooks and Eyes —Invented by a Man

These man-invented hooks are flat—not at all like the "fishhook" hooks you have always used. They hook easily—do not mash down—cannot catch in and tear lace or sheer goods—always make the lap, even on heavy dress goods, look like a sewed seam—is the comfortable Hook and Eye for baby's clothes.

Doric Hooks and Eyes

The Kind That's Flat

give dress-set comfort never known before—the comfort that comes from knowledge of perfect fit. Guaranteed against rust or stain.

Doric Hooks and Eyes are made in four standard sizes, white or black. If not at your stores, go to the trouble of giving us your dealer's name and sending us 2c for a full 10c card. You will be glad you did.

STERLING PIN CO.
Derby, Conn.

Fashions from

J. PAQUIN, BERTHOLLE & CIE.

43 Boulevard des Capucines, PARIS

DIRECT FROM *The Manufacturer* YOU CAN SAVE 33⅓ to 50% ON GLOVES BY ORDERING DIRECT *from us*

We make only fine gloves, equal to the best imported; made of imported skins of highest grade, and by the best glove-makers. We sell to you at wholesale prices, and without addition of a high duty.

16 Button Glace. White, tan or black. Retailer's price $2.50 up. Our price **$1.69**

White-embroidered in black or white. Retailer's price $3.00 up. Our price **$2.00**

Short White, pique or overseam. Retailer's price $1.50. Our price **$0.95**

Embroidered in black. Retailer's price $1.75. Our price **$1.10**

Gray Mocha. Retailer's price $1.50. Our price **$0.95**

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VOGUE POINTS *from* PARIS

(*Continued from page* 118)

JACKETS are chiefly knee-length cutaways, though many smart models hang in perfectly straight lines from the shoulder to about four inches below the hips, both back and front. Several odd models at the openings showed draped fronts and bloused backs. In these the blouses dropped considerably below the waist-line.

THE collars of the jackets are of two different types—high, standing, turn-over collars of fur or velvet, cut in broad, pointed ends which extend out quite to the shoulder, or de Medici ruffs with slightly décolleté fronts filled in by yokes and high, standing, inner collars of net.

SLEEVES of jackets are long and comparatively tight, though in some a slight fullness from below the elbow allows the sleeve to extend in a flaring cuff over the hand from beneath a narrow cloth or leather band fastened snugly at the wrist with a buckle.

MANY Béchoff-David dress sleeves are still made with a combination of two materials. The lower part is of lace or chiffon, which is fulled into a long shoulder of cloth or silk, and gathered to the hand by a narrow band below which hangs a frill of the net. Others, made in this same combination of net and cloth, are long and fitted tightly to the arm. The lace under portion runs up in a deep point above the elbow over the cloth part of the sleeve. As a rule this type of sleeve is developed in a dark cloth with some bright colored fantasy of printed velvet, brocaded chiffon, or lace.

BEAR, brown and black pointed fox, white fox and mole-skin are the furs Béchoff-David most affects, though his models made of the skins of chipmunks are most effective and original. Two contrasting furs are still used for stoles and neck-pieces. In most of these he shows a preference for the long-haired skins.

A STUNNING neck-piece and muff set of brown bear was made with high, standing collar of the fur, from which, on each side, hung small, square tabs of fur. These were finished with a head and three fluffy tails. The muff, with loose flaps of the fur pointed in the middle, was trimmed at the ends with wide taffeta ribbon tied in large, flat loops, light brown on one side, and white on the other. The edges were finished with black. Fur pattes about four inches long and two inches wide with square cut ends finishing with claws of gunmetal, silver, or horn, are used as fasteners on many of Béchoff-David's long coats of fur and cloth.

FUR cuffs are also seen on many of the Chéruit house dresses, which have long tight sleeves of silk or chiffon trimmed at the wrist by a two-inch band of fox, skunk, or other long-haired fur.

TINY, tiny bands or pipings of ermine are used most advantageously as a finish for the deep, loose hanging collar, or as outline for the front of yoke, vest, or cuff.

BEAVER, chinchilla, and breitschwanz are Chéruit's favorite furs for long coats, though they have also some stunning models in unspotted ermine and sable. Persian lamb is used as trimmings for blue serge and white broadcloth suits. A striking white satin evening wrap is trimmed with wide bands of black monkey skin.

MANY evening wraps in fur of brocade were in the form of draped capes without the shadow of a sleeve, and almost without exception each had a deep collar, round, square, or oddly shaped, hanging loose from the shoulders to below the line of the waist in the back.

WHAT THE GARDEN NEEDS AT THIS SEASON

(*Continued from page* 116)

mulching of manure, the roots will continue to grow until early winter.

THE HOLLYHOCK BORDERS

As soon as the frost kills the flowers, the hollyhock borders should be gone over and the stalks cut off close to the ground, as it is most injurious to allow the dead stalks to stand during the winter. Failure to do this often causes trouble in raising this beautiful, stately flower. The stiff, strong stalks sway in the wind, loosen the roots, and sometimes split the crowns. After the stalks are cut the bed should be covered with mulching for the winter.

WINTERING THE ROSES

Roses do best when their winter covering protects them from the snow and ice, but leaves them exposed to the cold, for no hardy rose worthy of the name will take harm from any temperature which is likely to be experienced in this country. It is being subjected to hard, driving gales that kills them in the northwest, and the melting and refreezing of snow which forms a coating on them that kills them in the east.

The best covering for them is the so-called "water-proof" building paper, put on loosely, and tied to a stake which should be driven alongside the rose. It should be turned over at the top to shed water, but must not be air-tight as ventilation is necessary. A thorough mulching of manure or other rubbish around the roots is essential, but it must not come over the bottom of the paper as that interferes with the ventilation. Roses that are hardy when so protected will stand a temperature 50 degrees below zero, if planted in well-drained soil.

WINTER CARE OF GOLD FISH

Those who have gold fish in ponds or fountain basins can keep them outdoors all winter in any climate in which they can prevent the water freezing to the bottom. If the depth of the pond or basin is greater than that to which the ice usually freezes in a certain latitude, it is safe to leave them outside; in fact, it is better for them to be outside than in an artificial aquarium. It is a mistake to suppose that gold fish are exotics; they are at home in a climate, North China and Japan for instance, where there is a great deal of very severe weather.

If they are to be left outside, a stick should be fastened upright in the pond to keep a hole through the ice. Gold fish kept outdoors all the year round will breed and multiply fast, but when kept indoors in winter they are subject to several fungous diseases for which there is no cure. Any thus affected should be at once removed from the aquarium.

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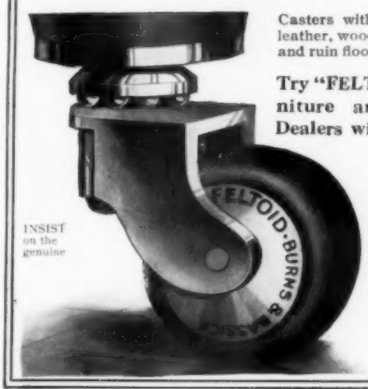

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MISS LÖHR *of* LONDON WEDS

How the Original "Mind-the-Paint Girl" was Gowned for Her Wedding

Miss Löhr's fondness for simplicity in clothes was no less apparent in her wedding gown

ONE of London's most popular young actresses, Miss Marie Löhr, was married in August to Mr. Antony Prinsep, son of the late Mr. Val Prinsep.

The old gray church which used to stand in green by-ways and still bears the rustic title of St. Martin's-in-the-Fields although bricks and mortar have replaced trees, and blossoms can only be bought from the flower women, has been recently chosen by two charming actress brides for their weddings—first Miss Viola Tree and now Miss Löhr.

THE GOWN OF GOWNS

Miss Löhr has always been noted for the charming simplicity of her gowns, and when choosing the so important wedding dress she did not belie her reputation. The robe sketched on this page was made of ivory-tinted satin, wonderfully soft, with a deeper bloom on the surface. The skirt was made without decoration save the lifted drapery on the left side, which disclosed a petticoat of chiffon and lace. At the knee, above the drapery, was a flatly stitched appliqué of orange blossoms. Over the long, square train was hung ivory chiffon covered with exquisite antique Malines lace.

The bodice of the dress was made entirely of the Malines lace with a very wide belt of satin into which was tucked, at the right side, a little market nosegay of orange blossoms. A narrow coronet of orange blossoms was covered by the fine tulle veil which reached to the hem of the dress.

THE WEDDING CORTÈGE

The pretty bride, holding in the bend of her arm a sheaf of lilies-of-the-valley, passed up the aisle between pews decorated with rambler roses and followed by a trio of charming bridesmaids. They were Miss Kitty Bishop, Miss Winnie Maudesley, and Miss Edna Arnold, all of whom wore gowns of white chiffon veiled in the palest pink chiffon with pale pink sashes and large, pink picture hats. Each bridesmaid carried a bouquet of roses, but each bouquet was of a different color—yellow, pink, and crimson.

A pretty incident occurred just before the bride entered the church. Mrs. Kendal, one of England's well-known actresses of the older school, stepped into the aisle and laid on the floor before the altar a cushion of white satin embroidered in gold, which she had worked herself, and on which the bride later knelt.

OF SARTORIAL INTEREST

Among many of the smartest guests there was a noticeable tendency toward picture gowns cut with a V-shaped neck, back and front. In some cases the opening was veiled with fine lace, but in others the style was decidedly décolleté.

One very lovely gown in apple blossom pink brocade had a V-shaped opening that reached to the waist at the back, but was filled in with creamy lace. The front was cut away only very slightly.

The wedding gown, trousseau, and bridesmaids' dresses were made by Paquin of London.

ANSWERS TO CORRESPONDENTS

VOGUE stands ready to fill the rôle of an authoritative, friendly, cultivated adviser, always at your service. Any reader can obtain from this department an answer to any question on dress, etiquette, social conventions, schools, smart equipments, entertaining and purchasing, by complying with the following rules:

(1) Addresses of where to purchase any article will be sent by mail without charge and as promptly as possible, provided that a self-addressed stamped envelope accompanies request.

(2) Answers to questions of limited length and unlimited as to time of answer, will be published in VOGUE at its convenience without charge.

(3) Ten-day questions. Answers sent by mail within ten days after receipt. Fee, 25 cents for each question.

(4) Confidential questions. Answers sent by mail within six days after receipt. These answers will not be published without permission. Fee, $2.

(A) The right to decline to answer is in all cases reserved to VOGUE.

(B) The writer's full name and address must accompany all questions asked by VOGUE.

TO F. L. B.

KINDLY advise me as to what colors are suited to my type—light brown hair of an auburn tint, fair complexion, good color, medium hight, and slight build.

Ans.—It is very difficult to name the colors that are becoming to a person with light brown hair of an auburn tint, because there are so many shades of this color. In order to ascertain the shades best suited to you, an excellent plan is to drape different colored materials around your shoulders, close to your face, in real or artificial light, according to the time and occasion for which the costumes are intended. Black and white, of course, are always good for your type, as well as certain shades of gray, green, and brown.

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Telephone Greeley 2709 for a personal appointment.

GOWN: of Torquoise Blue Satin (armuse) embroidered with jewels. Bottom flounce of white satin veiled in chantilly.

WRAP: of Blue Brocaded Velvet, embroidered in gold, trimmed with taupe, fox, draped pannier.

SUGGESTIONS for WEDDINGS

SEND us the color scheme for your wedding, the number of guests expected at the reception and the size of the bridal party, and we will be pleased to send you suggestions of DEAN'S latest New York ideas.

These will include prices of DEAN'S famous Wedding Cake in boxes with monograms of distinctive design, the Bride's Cake, containing special gifts, unusual favors for the bridal party, cases for ices, special confetti, the bride's cake knife, the marriage service book and wedding certificate, the wedding gift record, etc.

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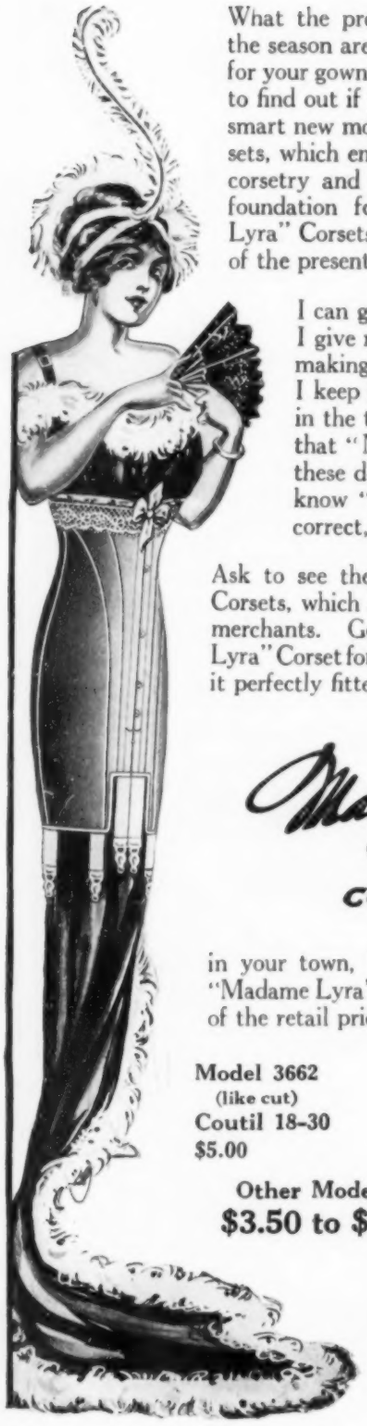

What the prevailing styles in corsetry for the season are, what the correct foundation for your gown is? You need take no trouble to find out if you just procure one of the smart new models of "Madame Lyra" Corsets, which embody every advanced idea in corsetry and are absolutely the correct foundation for one's gown. "Madame Lyra" Corsets produce the modish figure of the present vogue as no other corset.

I can guarantee you all this because I give my personal attention to the making of "Madame Lyra" Corsets. I keep in touch with every demand in the trend of fashion and then see that "Madame Lyra" Corsets reflect these demands to the last detail. I know "Madame Lyra" Corsets are correct, the most correct in corsetry.

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THE ENGLISH OPEN SEASON

Game-Feather Tweeds, Heather-Toned Homespuns and Shower-Proof Silks Are Among the Novelties Offered the Englishwoman Who Goes A-Shooting

THE autumn shooting is such an established function in England that at this season of the year the shops seem to cater primarily to the needs of the sports world and his wife.

This autumn the cheeriness of homespuns is more pronounced than usual. One of the most exclusive firms in London, which specializes in sporting "kits," shows a new material that has been woven especially for shooting costumes. It is a homespun tweed, and into its weaving has been laced the tints of game birds' plumage. But game-feather tweeds need not be used only for shooting; they look equally well against the green of the links, for motoring, and for roughing it generally.

GAME-FEATHER TWEEDS

One smart design in a shooting costume had, instead of the skirt paneled back and front which has been in favor for some time, a plainly cut width for back and front and a panel at each side. This gives the effect of straight lines and an ultra-narrow skirt, yet when a free stride is necessary there is no hampering of the limbs, for unseen widths, ordinarily hidden by the panels, come to light.

The latest sports skirts are cut with corselets, which will be more popular than ever in London both for town and country costumes. This corselet must be low and fit trimly to the figure. It is raised only a couple of inches above the waist-line. One of the most important features in a workmanlike shooting, golfing, walking, motoring, or hockey costume is the long line of the blouse from neck to waist, and this a deep corselet would frustrate.

The coat to match the game-feather tweed skirt is made with a panel back and front; the two panels are connected by a neat tweed strap fastened with a leather buckle. The whole success of this coat depends on the cut, which, in the suits made by the firm which originated this tweed, was perfection. The price was only 10 guineas.

FOR THE CRACK SHOT

So much for the girl who follows the guns and yet takes no active part in the shooting, but there are many Englishwomen to-day who are crack shots, and for them this same firm is showing an essentially practical shooting costume in game-feather tweeds. The skirt is absolutely plain, and cut with the straight line of the moment, with just sufficient width for freedom of motion. The Norfolk coat has an expanding plait in the back, so that there are no wrinkles when the arms are raised to sight the gun. There are two large buttoned pockets for cartridges and neat suède gun pads on each shoulder. Coat and skirt are lined with a silk that is non-splitting and weatherproof. These costumes are priced most reasonably at 10½ guineas.

SPORTS HATS AND BONNETS

The latest tweed sports hats are particularly light and soft, and fit well down on the head to show only a line of hair. The only trimmings of these hats are little mounts of feathers in the most gorgeous colors. No aniline dyes have been used to paint the plumage of the mounts, for they are taken directly from the Eastern birds. Because they are natural, the worst drenching will only make them look a little bedraggled, and as soon as they are dry, they will freshen up as good as new. The hats are priced from 1 guinea to 31s. 6d., according to the size of the hat and the nature of the mount.

Weather-proof motor bonnets and scarfs are made this year of a silk with the pretty sounding title of "Hazel." This silk is not shot, but softly shaded from one exquisite color to another. A warm rose fades through all the tints of ashes of rose until it melts into the palest of lilac which sweeps up into a rich purple. One exquisite little bonnet in mauve blending with pheasant brown tints had a peak trimmed with grebe (the silvery white down of a water bird called the grebe), that could be turned down over the face or rolled back when the sun shone. Scarfs colored to match are made to wear with each of these bonnets. The price of the scarf is 35s. 6d., and of the bonnet, 3 guineas.

A loose Norfolk jacket with capacious pockets and an adaptable buttoned skirt attains the sportswoman's ideal of a shooting costume

THE SUIT ILLUSTRATED

Another well-known sporting house is showing plenty of novelties this season. They are making a specialty of the most glowing tweeds in nature's own tones.

The suit sketched on this page shows the preference for the waist-line where the waist-line ought to be—at least in outing clothes. The skirt is particularly neat and presents a practical arrangement of the front panel, which is loose half way up and can be buttoned or unbuttoned according to the amount of freedom desired.

The coat is made in the new semi-Norfolk design in which the box-plaits are eliminated. However, the neat back has a full length, inverted plait. There are four pockets fastened with leather buttons, and plaited to allow of expansion. The price of these suits in tweed or rough homespun is 8½ guineas. Fawn and green striped tweeds in lighter weaves but made in much the same style and for the same price are suitable for golfing. The heavier type is for shooting. A trim, semi-sports suit has been

(*Continued on page* 126)

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Estimates furnished for complete trousseaux

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Dependable Furs

You see, we buy skins direct from the trappers and make them up in our own workrooms. To be sure, you can get some furs that are cheaper, but in securing the "Albrecht kind" you get the choicest, latest style furs at prices no higher than the ordinary kind.

You will be proud indeed to wear a set of exquisite "Albrecht" furs direct from St. Paul, the heart of the fur country. The only real guaranty of genuineness and satisfaction when buying is the maker's name "Albrecht" on your furs. If your furs bear the "Albrecht" trade mark, your friends will know that you buy the best.

References: Any Bank or Mercantile Agency.

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Sole Agents for North America

THE ENGLISH OPEN SEASON

(*Continued from page* 124)

specially created for those who do not excel at games, but enjoy following those who do. This model has the skirt cut with a rounded panel back and front; the effect is almost that of an apron for the panel comes down nearly to the hem of the short skirt and is there rounded off. The coat has a shaped panel back and front, and the side belts, which are fastened with a small leather buckle each side, are cut in one with the panels and can be loosened or drawn tighter according to the fancy of the owner. The most beautiful shades in thick homespuns are employed to make these suits; the most striking are a deep ruddy-brown and a rich shade of purple. Price, 8½ guineas.

The firm in question makes a specialty of an overcoat called the "Balmacaan" for women. It is cut with ample width and has very wide armholes, so that it can be slipped over the heaviest winter tweed costume. Unlike many overcoats, which tend to rather gloomy shades of fawn or gray, the Balmacaan is made in rich shades of purple, grass-green, or purple-tweed. Price, 5 guineas.

For morning or country wear the Tyrolean beaver is very good looking. These are made in small and large sizes and in all the loveliest shades. The only allowable trimming is a tiny sports mount. Prices, 10s. 11d., 13s. 11d., and 15s. 11d., according to size. A novelty is the Tyrolean beaver felt hat lined with straw. Price, untrimmed, 19s. 11d.

The latest design in a shooting boot is of brown willow calf, strong but very soft. The upper part of the boot is arranged with a soft piece of leather and buckled straps to resemble a puttee, and these straps are adjusted by hand. Price, 28s. 6d.

There are many people who cannot wear boots even for the moors. For them there is a brogue shoe of willow calf, or of brown or gray antelope in the brogue design with a fringed tongue. The price of this design in calf is 22s. 6d., and in antelope 32s. 6d.

A Zug boot and shoe is offered to those who can wear stout foot-gear. It is absolutely water-proof for one can stand in water as long as one likes, and the stockings will remain dry, and the boot will not suffer at all from its enforced bath. The Zug boot is made only in black leather. Brown has been tried, but it is not absolutely waterproof. The boot is priced at 30s., and the shoe at 22s. 6d.

The BUSINESS INVASION *of the* CHAMPS ELYSÉES

(*Continued from page* 114)

From every point of view, the gown display this season is astonishing. The designers seem possessed by a sort of madness. No absurdity seems too extreme to exploit.

THE NEW SILHOUETTE

Up to the end of the first week of the official opening, no vital change had been noted, but there were astonishing evolutions. Skirts, whether long or short, are tighter and scantier than ever; to walk at all it is necessary to have slits or curved openings in front, at the sides, or in back. These openings permit the foot and ankle, sometimes even the calf, to be seen.

The increased fullness conservative women looked forward to this autumn has appeared, it is true, but alas for their hopes! not at the hem of the skirts. Instead it is disposed about the hips in a manner not in the slightest degree picturesque nor graceful, and this new fullness, clumsy to a degree, gives a most curious silhouette.

"But they look exactly like beetles!" exclaimed a man beside me on a certain opening day, and, indeed, the simile is not an extravagant one. These slender manikins with slightly stooping figures, in long-tailed gowns closely swathing the otherwise unclothed limbs, and the sharp point of the train sinuously trailing, inevitably remind one of great insects. Above the extremely close skirt, with curved openings dragged away from the feet and ankles, the hips are greatly enlarged with draperies, while the upper part of the body is clearly silhouetted by the tiny, soft, clinging corsage cut below the shoulder-line and made without sleeves. One looks, gasps, and finally admires the fertility of brain that has produced these marvels.

But those who shun extremes, and desire quiet, conservative models need not be utterly discouraged. At other houses are shown gowns of great beauty of outline and design, and if in the skirts one detects a slit or covered opening, it is prettily concealed beneath a corner of the material or a fold.

FOR CONSERVATIVE WOMEN

At Maison Bulloz I saw triple-flounced skirts to tempt the most exacting taste. Especially lovely was a gown of black tulle with the edges of the triple flounces which composed the skirt cut into sharp points with jagged edges. This line was followed by a line of embroidery in rhinestones and crystal beads, a tiny, dripping fringe. A deep bertha, trimmed to match, covered the extremely low corsage, and the edge fell a little over the belt of wrinkled silk which banded the long, round waist-line.

Altogether charming was a visiting costume made with a dull blue watered-silk overdress and a short, scant petticoat of dark blue velvet. This was prettily topped by a little coat with a blouse belted in the back above short basques which reached only to the side seams. Long, shawl revers and deep, rolled cuffs of the velvet provided the trimming.

It is difficult to imagine women of refined taste wearing many of the "model" gowns presented at these openings. But the last word has not yet been spoken—the end of the autumn fashions is not yet. After the early openings for American buyers are over, and the time has come to make a sane choice of styles, Parisiennes will patronize what seems to them best and, if nothing suits, demand new models.

M. A. F.

A Generation of Mothers

Has Endorsed Cuticura Soap

A generation of mothers has found no soap so well suited for cleansing and purifying the skin and hair of infants and children as Cuticura Soap. Its absolute purity and refreshing fragrance alone are enough to recommend it above ordinary skin soaps, but there is added to these qualities a delicate yet effective medication, derived from Cuticura Ointment, which renders it most valuable in overcoming a tendency to distressing eruptions, and in promoting a normal condition of skin and hair health.

Cuticura Soap and Ointment sold throughout the world. Liberal sample of each mailed free, with 32-p. book. Address "Cuticura," Dept. 13, Boston.

☞ Tender-faced men shave in comfort with Cuticura Soap Shaving Stick, 25c. at stores or by mail.

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TRADE **INVINCIBLE** MARK **HAIR BRUSHES**

Enhance the beauty of "my lady's" tresses by firmly but gently applying the massage and stimulus necessary to promote and maintain a healthful condition of the scalp. All bristles used in

TRADE MARK

Invincible Hair Brushes

are carefully chosen from the best of the world's supply, and are permanently fixed in sanitary handles. Manufactured in a wide range of artistic designs, but only one quality—the highest.

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Brush Manufacturers for Over One Hundred Years and the Largest in the World

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At all Book Stores or 25c by mail, postpaid.

Address **United Beadwork Co., 17 W. 45th St., N. Y. C.**

Visitors to New York invited to inspect our beautiful collection of beads and Novelties in beadwork.

TO make certain you are getting a lining whose durability and dependability are unquestioned simply ask the question, "Is this a Goetz* Lining?" when next you buy a cloak or tailor-made suit.

That you will get both in this lining lies in the fact that Goetz *pure-dye* Satin Linings are dyed before the silk is woven — *never* in the piece. This method of dyeing before weaving produces a fabric that is greater in strength and durability and more wonderful in brilliancy than a piece-dyed fabric could be.

You can easily tell a Goetz Satin Lining, for the name is woven in the *white* selvage, and the *white selvage* is positive proof that the lining is yarn-dyed. Therefore, insist on these linings when you buy ready-to-wear garments.

Guaranteed for two seasons, but outlast the guarantee.

* Pronounced "Gets."

SALT MACKEREL CODFISH, FRESH LOBSTER

FAMILIES who are really fond of **OCEAN FISH** want nothing but the best. You can get the very choicest by sending to Frank E. Davis Fish Co., Gloucester, Mass. We supply only the CONSUMER DIRECT so you get quality products, guaranteed, and on approval. We want to sell you for **USE ON YOUR OWN TABLE** and will **PREPAY EXPRESS** east of Kansas on orders above $3.00.

SALT MACKEREL, such as we send, are the fat, meaty, tender fish that you will enjoy yourself and take pride in serving to your guests. Unapproachable for a breakfast delicacy.

FRESH LOBSTER is the best thing known for salads. Right fresh from the water, our lobsters are simply boiled and packed in **PARCHMENT-LINED CANS.** They come to you as the purest and safest lobster you can buy and the meat is as **CRISP AND NATURAL** as if you took it from the shell yourself.

CRABMEAT, shrimp, sardines, salmon, clams, sandwich fillings, codfish and dozens of other things, packed here or abroad, that will make your menu "different," you can buy of us and keep in your storeroom until needed. They are just what you want for constant use and for unusual dishes. With every order we send **BOOK OF RECIPES** for preparing all our products.

Our customers are the better livers in every town and undoubtedly you already know of us through your friends.

Send coupon for our list of kinds and prices and open an account.

Let Gloucester be your Fish Market and Davis be your Fishman.

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Please send me your latest Fish Price List.
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A Perfect Figure

You may have it by wearing the

"Perfect Contour Form"

IT is adjustable to any figure. It gives a permanent straight front and is attachable to any corset.

It improves the figure of every woman. Through various arrangements of the patented feature it can be adjusted to give the exact degree of roundness desired and is especially adapted for undeveloped figures. Is a simplified bust extender and brassiere. It dispenses with all ruffles, paddings, or anything heating to the body.

Built of good quality of batiste, handsomely trimmed. Sent on receipt of price, $1.00.

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COMMONWEALTH AVE., BOSTON

Is The Distinctive Boston House and one of the most inviting hotels in the world to those who demand the best

Attractive booklet on request

E. P. COSTELLO, MANAGER

No 235

FOR moulding the form to fashionable contour, healthfully, and without compression, the Bien Jolie Corset will prove a revelation.

The BIEN JOLIE GRECIAN-TRECO CORSET is the latest word in fashionable corset styles—*different* in material—a soft, light, silky knitted fabric—and almost boneless.

Because of this novel construction, the GRECIAN-TRECO CORSET gives fashionable figure lines, with an exhilarating freedom and suppleness.

In every way a beautiful and healthful corset — **$5.00, $7.50 to $10.00.**

BIEN JOLIE

CORSETS & BRASSIERES

are recommended by modistes because, in combination, they make the *ideal* gown foundation.

The BIEN JOLIE BRASSIERE gives smooth, graceful lines over the corset, front and back, by overcoming flesh bulging and corset ridges.

Perfectly adjustable, and may be fitted snugly to your *particular* figure. Being boned with flexible *rust-proof* Walohn, it always holds its fit and shapeliness—as long as you wear it. Walohn too, need not be removed for laundering.

In many styles and materials, for all figures, **50c, $1.00, $1.50 to $12.00.**

LA WALOHN CORSETTE

Famous as "the garment that breathes." A beautifully light and hygienic Brassiere made of Dr. Deimel Linen Mesh. Boned with flexible rust-proof Walohn, $1.50 and $2.00.

If you are unable to obtain Bien Jolie Corsets and Brassieres, write us, and we will see that you are supplied by a "Bien Jolie" dealer.

Write, giving dealer's name, for Handsome Style Book.

BENJAMIN & JOHNES
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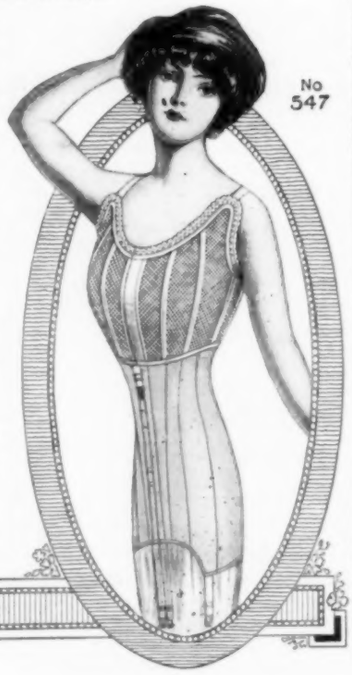

No 547

LES HALLES CENTRALES

The Great Paris Markets and Some of the Good Things One Can Buy Only There and Nowhere Else in the World

LES Halles Centrales, the renowned Parisian markets, are notable no less on account of the marvelous system under which they are conducted than because of their vastness. There are in all ten pavilions. The roofs of these buildings rest upon three hundred cast iron columns, each ten meters high and connected by brick walls. The rest of the space up to the arches is closed with blinds of ground glass plates. The roofing is of zinc with large sky-lights over the carriage-ways.

These pavilions are surrounded by broad foot pavements, planted on each side with trees, and it is here that the truck farmers unload the produce gathered the evening before. This unloading process commences in the wee hours of the morning and is finished before daybreak. It is wonderful to see the peasants in the glimmering dawn take up their places on the sidewalk and begin to unload the many-colored fruits and vegetables.

FOUR A. M.! THE MARKET IS OPEN

Promptly at four o'clock a bell rings to inform the buyers that the market is open. Each kind of product has its own special bell which is rung at certain stated intervals. Fruits and garden produce always come first, as they are perishable. Then come fish, butter, cheese, eggs, poultry, fowl, game, and meats, and finally flowers. Everything must be cleared out and the place cleaned by eight P. M., so about that time the poor people, with baskets on arms, wend their way to buy of what is left on the sidewalks.

Each vender has his products carried to a stall rented by him, and here everything is temptingly displayed. Fruits are arranged in pretty willow baskets decorated with green leaves which throw into relief their rich coloring. Vegetables, too, are laid on beds of green leaves, cabbages, cauliflowers, and their like are spread on beds of fern leaves which are gathered in nearby forests the evening before. Never are vegetables displayed in the slip-shod, uninviting way they are in this country.

Now, for those with pocketbooks, comes the most interesting part of the ceremony. Such vegetables as peas and lima beans are assorted, shelled, and put in separate small compartments where they are sold according to their size. The smallest bring the top price and the rest are graduated according to their quality, so that rich and poor alike can have some kind of vegetable.

THAT WONDERFUL FRENCH COTTAGE CHEESE

Butter and eggs have definitely fixed and graduated prices. Unsalted butter brings the highest price also, for it is brought in fresh from the country every day. Eggs are always sold by the piece, and cheese comes in every known variety. There are seven or eight different qualities of the famous Brie and almost as many of the other makes. The cottage cheese is especially delicious, for it is not made as we make it in this country, by the heating process, but instead by taking up the milk with the skimmer as soon as it is curdled and putting it in fresh cheesecloth bags, where it hangs until all the whey has dripped off. It is sold by the pound with an accompanying measure of thick sour cream, whipped to a fluff. Anyone who has eaten the French cottage cheese will never be content with the American make.

Fish arrives fresh every morning; most of them are still alive. They are immediately put in cement tanks, from whence they are sold to the retailers. Oysters in season are also brought in alive, for the Parisian insists on absolute freshness in the oysters he eats.

THE SCOLDING OF THE FISHWIVES

The flower market, which occupies the middle aisle of the fruit pavilion, is wonderfully beautiful. Flowers are sold the year around, and any variety that is out of season is shipped from southern France.

Market keeps open till seven P. M., when a bell rings to inform the venders that they must begin to put their surplus goods away in the underground cellars, where they are alloted the same amount of space that they occupy above. These underground spaces with their heavy grills resemble iron cages.

Three parallel lines of tramways extend from these cellars to a tunnel which communicates with the loop belt railway surrounding the city. By this means merchandise that is shipped from any great distance may be carried direct to the market.

The peasants themselves are good-natured but coarse. The latter trait predominates especially in the fish venders. If one desires to avoid insult it is well not to suggest to a fish woman that her lot is not fresh, for such a volley of words will meet the remark that one must, indeed, be brave not to be intimidated. Neither is it wise to price any goods that one has no intention of buying, for the dealers will not hesitate to say what they think of the trifler in the shortest and most forceful manner.

Promptly at eight o'clock the gates are closed, and the flushing of water begun and continued until everything is clean and in perfect readiness for the next morning.

If You Have Difficulty in Obtaining Vogue

please let us know. Occasionally a reader is inconvenienced by being unable to secure Vogue at the newsstand, but considers that she would trouble the publishers unnecessarily by reporting the matter. On the contrary, the publishers are eager to have such cases called to their attention.

Please do not fail to report it whenever you have difficulty in securing Vogue at the stands. The publishers will count it a courtesy.

William Bernstein

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(Trade Mark)

54 West 31st St. Bet. B'way & 6th Ave.
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The New Colonial Diamond Tongue
The latest vogue in Smart Footwear —By William Bernstein

Presenting an Unusually Complete and Distinctive Showing of

Short Vamp FOOTWEAR

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With WILLIAM BERNSTEIN

Quality, Individuality and Perfection of Fit Assured

An Exclusive Creation·

The Short Vamp

Colonial BOOT

LACE MODEL

Designed by William Bernstein

Pat. U. S. Reg. Office

The Season's Favored "Greys"
In Short Vamp
BOOTS COLONIALS PUMPS
Ready-to-wear or to order

The New Diamond HEEL

One of the many distinctive designs of this shop.
IN STOCK & TO ORDER

The William Bernstein Short Vamp

Colonial BOOT

BUTTON MODEL

To order in all materials, combinations and color effects.

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THE LATEST BERNSTEIN MODE:
"The Innovation Boot"
An exceptionally smart design. Features: 14 buttons high, flat dull buttons, plain or imitation tip. All prevailing materials—in stock or to measure.

Illustrated Catalog on Request
Correspondence and Mail Orders Invited. Prompt, efficient service.

REG. U. S. Hydegrade TRADE MARK HALCYON MESSALINE PAT. OFF.

This silk label—green lettering on black ground—sewn in the waistband of every Halcyon Messaline Petticoat—guarantees genuine quality. Look for it.

THERE is something really indefinable in the beauty of any costume, the gracefulness of which is enhanced by a Halcyon Messaline Petticoat.

HALCYON MESSALINE
(TRADE MARK)

Petticoats

are made in all the newest styles by the best petticoat manufacturers in the country, and are sold by best dealers everywhere. Whether the outer costume be a soft house gown or a shimmering creation for elaborate social function, its charm will be particularly emphasized by a Halcyon Messaline Petticoat. Besides possessing all the beauty and perfect draping quality of petticoats of real silk, Halcyon Messaline Petticoats have a much greater durability, and sell at a much lower price.

HALCYON MESSALINE

Sold also by the yard

If you are trying to decide upon a fabric unusually distinctive for gown, slip, foundation or waist, Halcyon Messaline, sold by the yard, will meet every requirement of beauty, style, durability and economy. At lining counters everywhere in full 36-inch width, forty cents a yard. The name "Halcyon" in the selvage is your guarantee of unusual worth.

A. G. HYDE & SONS
New York Chicago
Makers of Hydegrade Fabrics

Corsets Can Decrease the Cost of Your Gowns

No matter what the fabric—from silk to woolen cloth—you can decrease the cost of your gowns by carefully choosing your corset. A gown of most expensive material does not look as well over a poorly made corset as a gown of comparatively inexpensive material worn over a carefully modelled, scientifically built corset. The corset is *the foundation of good gowning.* Have you ever considered the Peetz Front Lace Corset? Try it before purchasing your Fall Wardrobe. Its perfect satisfaction will more than repay you for your investment. Ready to wear and custom made $3.50 to $35.00.

The Highest Art in Corseting

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Ideal Home Chair

With seat and back cushions, filled with downy silk floss and covered with denim of various colors.

Only $7.00—F. O. B.-N. Y.

Willow furniture has become an indoor necessity, is light in weight and wonderfully durable, and harmonizes admirably with furniture of any style.

The chair offered is one of our most popular models being exceedingly comfortable with seat and back cushions—arm rest and pocket for sewing or magazines.

May be stained to harmonize with any color scheme at a slight additional expense. Our catalogue of many artistic models designed to meet your practical needs gladly sent on request.

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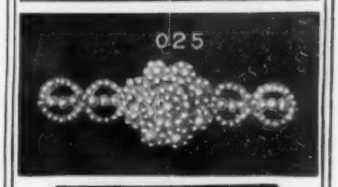

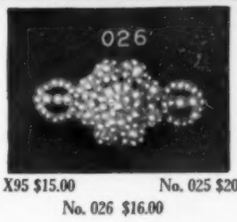

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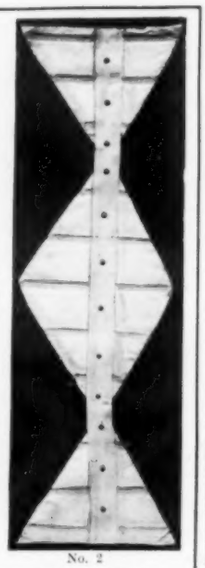
No. 1

THE GIRDLE L'AGREABLE



No. 2

is a new and practical labor saving article invented by a dressmaker of many years' experience, and protected by both design and mechanical patents. The narrow belt gives a close, clinging effect in the waist line, which prevents the dress from riding up, holding it in position more firmly than anything else in present use. The No. 2 for lined or unlined dresses. No. 1 is for lined dresses only.

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LABLACHE
FACE POWDER

AUTUMN GLORY

Triumphantly follows summer sunshine and Nature is at her best. LABLACHE triumphs over wind and sun. Discerning women everywhere appreciate its value in preparing for the social requirements of winter. Invisible, adherent, dependable.

Refuse substitutes

They may be dangerous. Flesh, White, Pink or Cream, 50 cents a box of druggists or by mail. Over two million boxes sold annually. *Send 10 cents for a sample box.*

BEN. LEVY CO.
French Perfumers, Dept 48, 125 Kingston St., Boston, Mass.

Willowed Neck

BOAS

An acceptable innovation for Fall and Winter, becoming to every woman, $15 to $22.50. These prices are 25 per cent. LESS than elsewhere.

Beautifully made from your OLD, cast aside Willow Plumes, at from $4.50 to $9, offering a new use for your discarded Willows, and broken tips.

Colored to match any costume.

H. METHOT

French Feather Dyer and Dresser

29 West 34th Street, New York

Second Floor Take Elevator

Berthe May's

Maternity Corset

In my booklet, "Her Corsets," I tell you why the Berthe May Maternity Corset is a real support. Why it insures ease and comfort, and preserves the figure. I give names of prominent physicians who prescribe it among their own families and patients. The booklet explains special adjustment features which make it possible to wear the corset before and after the maternity period, thus proving a real economy. Also hints and rules on hygiene for the maternity period.

This booklet, mailed in plain envelope, is free upon request. Write for No. 14.

All orders have my personal attention. Orders by mail are filled with absolute satisfaction because of my perfect, yet simple, measurement system. If immediate delivery is desired, measurements around Bust, Waist and Hips are needed, also height.

Other special corsets for golf, tennis and singing; also for nursing mothers and young girls.

Prices from $5.00 to $18.00.

BERTHE MAY : 10 E 46th Street, New York

The arms of the world reach out for "QUIZ"

The flesh-tint, odorless, harmless

DEODORANT

QUIZ does not stop the flow of perspiration, simply neutralizes it, takes the bad odor from it. A new wonderful scientific discovery of unparalleled merit and efficiency.

Manufactured only by

The C. S. WELCH CO.
1901 Park Ave. New York
For Sale at all Drug and Dept. Stores, or by mail, 25c

TELL ME YOUR FOOT TROUBLES

If joint of great toe is enlarged, or toes overlap

ACHFELDT'S PERFECTION TOE SPRING

will reduce, straighten and give permanent relief. Worn at night.

If you have pains in your feet or legs it's not rheumatism, but tendency to **Flat Foot,** which my **INSTEP ARCH SUPPORTER** will cure. Send outline of foot.

Advice free by mail. Circulars on request.

M. Achfeldt FOOT SPECIALIST
Room 170, 163 West 23d Street, N.Y.

THE ARISTOCRATS *in the* FABRIC WORLD

(*Continued from page 59*)

brocade, which was in a superb shade of Venetian yellow—the deep, clear, rich tone of the tropic sun.

BROCADES OF BYZANTINE SPLENDOR

The house of Poeckès and Baumlin has always been noted for the richest and most expensive materials. This season's demand for heavy brocades in velvets, satins, golds, and silvers, has been most successfully met by them. Among their newer weaves they are showing what they call *"taffeta faille."* The taffeta background is, as a rule, of some plain color, covered with quarter, half, or inch wide stripes of darker colored velvet; or it may be made in pale shades of blue, rose, or green for evening wear, in which case the silk is brocaded in large figures of white velvet. Two of these taffetas are shown on page 59. The second from the left at the top of the page is of purple silk striped with black velvet. The other is shown in the square cut in the middle of the page; it is in pale blue brocaded in white velvet.

Soft surahs and ottomans are also made by this house in these same velvet stripes and brocades. In fact the background for faille silks may be almost anything from light chiffon to heavy moire, but always it has a plain background, striped with a contrasting color, such as mauve voile striped with gray, deep red ottoman with navy blue, and bright green taffeta with purple. The oblong cut in the middle of page 59 near the top shows an invisible striped ottoman, and illustrated above it to the right is a fine ribbed velvet of blue woven on a contrasting background of gold—a specialty of this house.

Among their newer brocades is one called *matelassé*. This is a silk, wool, and gold brocade, woven apparently in two layers; the surface shows only the gold thread, the reverse side, the silk and wool. The peculiar manner of weaving produces a slight puckered or tufted effect, hence the name *matelassé*, or tufted like a mattress. It is used chiefly for evening wraps. Both Paquin and Callot have ordered many lengths in different colors.

A deep tint of old-gold satin brocaded with darker toned leaves of velvet and gold, with touches of turquoise blue, was noticeable as one of the successes. A sample is shown on page 62. Stamped velvets are woven in two colored threads, the lighter strands cut and raveled to form shaded flowers, the darker woven smooth to form the plain background. The same firm also shows printed velvets, a charming example of which in pink and white is illustrated in the photograph to the middle-right of page 59.

THE HOUSE FOR NOVELTIES

The house of Gaillot-Guinot is unique in its production of novelties. Velvets, ribbons, brocades, laces, are all exceptional of their kind. The ribbons are as elaborate in pattern and as striking in design as are all the other fantasies of the season. Particularly stunning was one piece in which black and purple roses shadowed with silver threads were brocaded upon a terra-cotta background of grosgrain; the edges of the ribbon were finished with a picot edge of black. In velvets this house shows a *velours glacé*, a certain kind of velvet woven on a striped background in which the multitudes of tiny lines show through the nap and produce a shimmering, changeable effect. Uncut velvet is another favorite of the year, and some in *vert canard*, a green thinner in tone than Empire, illustrated at the top of page 59, has gone to the Drécoll ateliers from this loom, while for Martial et Armand has been made a *toile glacé* woven in gold and silver threads.

Most attractive are the soft satins woven with two-colored threads, one in the warp and one in the woof; this gives a soft, incandescent appearance to the background, upon which are stamped flowers in a single contrasting color.

GAUZY WEAVES IN LACES

The laces used by Poeckès and Baumlin are still of thin, gauzy weaves, such as Chantilly, Malines and Alençon, and many are tinted to almost an écru. A flat appliqué lace with a Bohemian edge and openwork border is one of their fantasies which has had much success.

Malines de Lyon, a thin lace with a large leaf design outlined in heavy silk thread, is also in demand in the deeper tones of cream and écru. An attractive lace called Paraguay, made with a single thread in a large, loose stitch somewhat resembling that of Bohemian, has been sold in quantities to Redfern and Margaine Lacroix.

WHAT THE HOUSES HAVE CHOSEN

Paquin has chosen from the house of Gaillot-Guinot quantities of moires brocaded in brilliant colors of Empire green, old-rose, and violet. Doucet also favors the vivid-hued brocades of this house.

Velvets of neutral backgrounds printed with sprawling patterns have been ordered from the Coudurier looms by Drécoll and by Doucet. Blue is the prevailing color of the Drécoll choice, and green is preferred by Doucet. The same printed velvets are also used by the Callot Soeurs. In these the background is hair-striped with green and brown so close together as to be hardly distinguishable; this gives a shimmering effect. Over this background, at intervals of one inch, are scattered small squares, about an eighth of an inch wide, in bright purples and emerald greens.

Poiret is still partial to combinations of green and yellow, and a weirdly Poiretesque design in green and orange brocade has been sent to him from Coudurier. From Poeckès and Baumlin he has had made for his own particular use a brocaded voile illustrated in the lower, left-hand corner of page 59. Over a background composed of great, splashing ovals of green and terra-cotta, are scattered pointed leaves of gold that reduce the somewhat startling effect of colored geometrical figures to a not unpleasing harmony of contrasting color.

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THE MUSIC LOVER'S ROOM

The Aim of the Whole Decoration of This Room Is to Create an Atmosphere of Quietness as a Background for the Music

IN houses built on a large scale, the music room has a special construction. The ceiling is invariably vaulted or domed, and the woods for the panelling and floor are carefully selected to enhance the beauty of tone of voice or instrument. In smaller houses where no particular provision for music has been made by the architect, a great deal of thought and care must be expended to counteract the ineffectual construction. The first consideration should be for the comfort of the person who sings or plays. Heavy draperies, thick rugs, quantities of pictures, and bric-a-brac, all of which muffle sound and disconcert the performer, should be eliminated.

An exceptionally good mahogany marquetry music cabinet, with Sheraton doors, which will contain 170 music rolls.—Aeolian Co.

COLOR TREATMENT AND LIGHTING

The color treatment of the music room requires special attention. It is a mistake to make this room somber. The aim should be for lightness and tranquillity. The two or three tone scheme is better than the single one, but everything should be kept in a low key. Single tints in green or red are usually too insistent for this room. Buffs and grays may be used happily as they are conducive to a certain serenity of mind.

The lighting of this room is scarcely second in importance to the color scheme. The main supply should be from the side, never from the middle. The light should never be brilliant as in the ball-room, but soft and subdued. Candle light is ideal, and the candle sconces on the walls afford a lovely decoration. At the piano, however, it is better to provide electric lighting as candlesticks are apt to tip over, and their insecurity is often annoying to the performer. Electric light lamps especially designed for the piano should be looked over before provision for lighting is made. One of the practical, flexible electric arms that may be bent at any angle is a simple and convenient piano lamp. When properly shaded the light falls directly on the music and not in the eyes of the performer.

To obtain a record from this cabinet one has only to set the pointer and press the lever,—the record is pushed forward.—Gimbel

THE KIND OF FURNITURE

The prime requisite of the furniture for this room is that it be light. The flimsy white and gold chairs of the average music room, ugly and uncomfortable as they are, have one thing to recommend them—they can be easily moved about. There should be a variety of shapes in order to suit different ideas of comfort. Nothing is more common at our private musicales than to see the stout old lady or gentleman sitting in painful uneasiness on a little, stiff, gold chair that seems in imminent peril of giving way beneath them. Creaking chairs should be banished; rubber pads should be placed under pieces of furniture that scrape irritatingly as they are pulled about.

Then the question of the piano stool—that sold with the piano is usually such a failure as far as design is concerned that it is seldom tolerated in tastefully decorated homes. It is a mystery why the piano firms go on manufacturing these monstrosities when such a comparatively few of them are actually used. The stools for the old harpsichords were almost all beautiful, and there is no reason why even the cheapest piano stool should not be patterned after them.

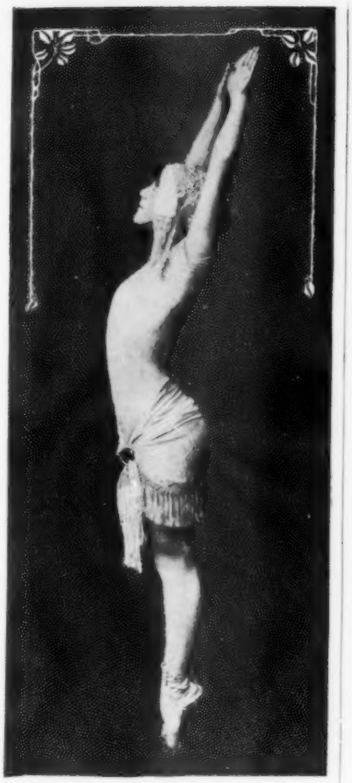
The revolving chair with a back is usually preferred by pianists, but there are only one or two really harmonious designs on the market. In benches we find many really excellent, simple designs, and probably this type seat will be the most useful as its seating capacity is not restricted, and it is much more satisfactory for duet playing than two chairs.

KEEPING THE MUSIC IN ORDER

A cabinet should be provided for keeping the music in order. It should be made with doors to keep out the dust, a most important point. There are a variety of designs in music cabinets to be found this season, most of them good. The best of them have shelves that draw out. This device is much better than the old stationary shelves that necessitated a great deal of wear and tear on the music as it was taken out and put back again

Where there is a great real of music in bound volumes such as opera scores and song collections, it is better to have a combination bookcase and music cabinet specially designed to suit the proportions of the room. The cabinet for sheet music may occupy the lower part of this piece of furniture, and the bookcase for books of collected sonatas, the upper. When glazed doors are used it is better to have the books bound in a uniform color, as a number of different colors and bindings distract from complete harmony.

(Continued on page 134)



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Perfect Your Figure

Become my pupil and I will make you my friend. Devote fifteen minutes daily to my system and you can weigh what Nature intended. You can reduce any part of your figure burdened with superfluous flesh or build up any part that is undeveloped. The effect of my system can be concentrated on your hips, waist, limbs or any other portions of your body.

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My latest book, "The Body Beautiful," should be read by every woman and *I will send it to you free.* It explodes the fallacy that lack of beauty or health cannot be avoided. In it I explain how every woman can be VIGOROUS, HEALTHY and ATTRACTIVE.

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With my *free* book, "The Body Beautiful," which is fully illustrated with photographs of myself explaining my system, I give full particulars of my Guarantee Trial Plan, whereby you can test the value of my instruction without risking a single penny.

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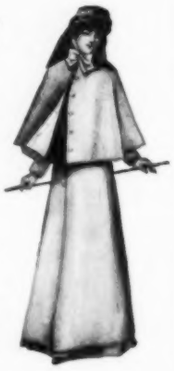

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GREAT BEAR
Spring Water

Its Purity has made it famous

FIGHTING FIRES IN THE MOTOR

NOTWITHSTANDING the many friends that gasoline has made for itself through its ability to carry mankind along almost any kind of road at any reasonable speed, there are many who stand somewhat in awe of this colorless, harmless-looking liquid, the vapor from which is so excitable as to catch fire and explode at each formation of a tiny spark in the motor car cylinder. Gasoline has been well harnessed, and as a rule, performs its work without complaint; but at times, it can be terrible. The liquid itself is highly inflammable, but it is only the vapor mixed with the proper proportion of air that becomes explosive. Consequently, it is seldom that a motor car actually "blows up," but fires from leaks in the carburetor or gasoline tank are all too frequent.

The worst feature of such fires is that water will not quench them. In fact, although it may not actually "feed" them, a dash of water on gasoline flames serves only to scatter the burning liquid and make half-a-dozen fires where there was but one. Sand is sometimes effective for choking out a gasoline fire, but this material is inconvenient to carry and is not as reliable in its results as is the proper type of chemical.

AN EFFICIENT EXTINGUISHER

A highly efficient extinguisher for gasoline fires has recently been produced. This consists of a small brass cylinder measuring fourteen inches in length by three in diameter, and weighing, when filled, but five pounds. The liquid contained in this cylinder is ejected by means of a handle placed in the top of the extinguisher. When this handle is pushed back and forth, the contents is forced out in a fine stream which, when directed at the source of the flames, is transformed into a gas that quenches all fire with which it comes in contact.

This fire-choking gas is heavier than air and distributes itself over the entire vicinity of the flames. It is not necessary, therefore, that all of the fire be attacked directly with the liquid, and it is possible to quench flames that have arisen under the motor bonnet by throwing the stream through the small openings in the radiator. Only a small amount of the liquid is required to combat even a stubborn fire, and those fires which originate in the carburetor and have a comparatively small quantity of gasoline upon which to feed may be quenched with a single, well-directed spurt from the cylinder.

ITS GOOD POINTS

This liquid will not freeze at a temperature of sixty degrees below zero, and as it does not deteriorate with age, the extinguisher is ready for instant use at all times. Inasmuch as the liquid will neither corrode metals nor damage fabrics, the wavering aim of the stream, due to the excitement nearly always attendant upon the discovery of a fire, will not be followed by injurious results. When the extinguisher has been emptied, it may be re-filled easily and will again be ready for instant use. The price of this device is $6, $7, or $8, according to the finish of the cylinder. Extra liquid may be obtained for $1 a quart.

The MUSIC LOVER'S ROOM

(Continued from page 132)

One or two tables should be placed where they will be of the greatest service—one near the piano convenient for looking over the music, and others for holding books or flowers.

Rugs should be small and of thin pile. One should be placed at the entrance of the room for quietness sake. This is most important as, at a musicale there are usually a number of guests standing around the door waiting to be seated after the rendition of a number. Where window draperies are used, they should be light in weight so as not to deaden the sound to any appreciable degree.

THE IMPOSSIBLE MODERN PIANO

Probably the most disturbing element in the decorative scheme of the modern music room is the piano, which, whether grand or upright, is often offensive both on account of its design and its color. The great width of the keyboard and the length of the bass strings constitute a great handicap for the designer, a difficulty that the old clavecins and harpsichords with their narrow keyboards did not present. But certainly the unsightly legs of the grand pianoforte could be changed to something more nearly approaching grace.

Then, too, the manufacturers continue to send them out so highly polished that they clash with everything else in the room. A large piece of some fine old stuff, as a cover when the piano is not in use and the sounding board is down, will somewhat subdue this too dazzling brightness.

Of late such artists as Everett Shinn, with excellent results, have turned their attention to the decoration of the piano. Mr. Shinn has studied the designs of the old clavecins that preceded the pianofortes and his painted pianos, a result of his study, are creating a demand for more esthetic decorative treatment of this instrument. The French show a few examples of the pianoforte done in marquetry, but the best examples of these are so expensive as to make them almost prohibitive.

Upright pianos are improving in pattern. The old fretwork front is disappearing and the weak lines in its pattern are being substituted by strong, sensible designs. Admirable cases of satinwood, mahogany, and oak, that will harmonize with the other pieces of furniture in the room, have made their appearance.

A true music lover will never tolerate ornaments on the piano. If space allows, the instrument should not be placed close against the wall as the acoustic effects are always improved by its standing at least a foot from any obstruction to sound.

AS TO ORNAMENTS

It is important to keep the music room as free from ornament as possible. A bronze or plaster cast, or two or three appropriate pictures are all that is necessary to counteract any appearance of austerity in even the largest music room. Pictures of composers are a little overdone, perhaps; something should be done to attain variety. Catalogues of casts and pictures can be secured on request, and are sure to prove most suggestive to those in search of ornaments that are appropriate, beautiful, and unhackneyed. Flowers used in not too great profusion and if not too heavy of odor, are always welcome here.

When programs are used for large musicales it is always well to select the paper carefully. The ordinary style of paper rattles too much for the comfort of performers and listeners, and a softer, noiseless paper, should be substituted. A Japanese fibre paper is soft in texture and lovely in color.

Ladies' Tailors and Furriers

Since our formal opening, the second week in September, we have been gratified by the reception accorded us.

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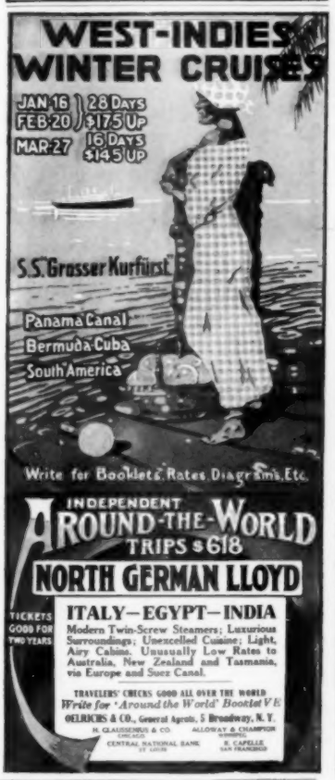

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Style No. 1000
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A New DeBevoise Dress-Shield Brassiere

INSTANT popularity greeted the DeBevoise idea last Spring of combining dress-shield, brassiere and fancy corset-cover all in one garment.

—And the more we advertised our idea, the more popular it became. Now we've gone a step further.

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Guaranteed Dress Shields are sewed inside net sleeves. Invisible, can't roll up or get out of place. Washable and always ready.

Ends the bother of attaching Shields to every waist you wear.

Keeps the shield from "showing through" your lingerie gowns and waists.

Makes a fancy corset-cover unnecessary—so chic and dainty itself.

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150 other DeBevoise styles to fill every Brassiere call—V-backs, square-backs, open fronts, etc.—linen, batiste, nainsook, French mesh, all-over, etc. 50c. to $10.00 each.

Insist upon this label. There is no substitute for the best.

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The DeBevoise is for sale at all leading stores.

Write us to-day for our beautiful illustrated brochure of 150 DeBevoise styles for every figure and occasion. It is free

Chas. R. DeBevoise Co., 33-F Union Square, New York

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EASY to carry anywhere, any time, and packs in hand bag or grip. Takes just three seconds to pull out to full size umbrella and you are ready for a shower. Telescopes as easily and quickly into 15 inch smart looking music roll. You always have rain protection without inconvenience. Costs no more than other good umbrellas and lasts longer. Also made for men and highly appreciated as a gift.

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A Delight to the Well-Groomed Woman

Perfectly finished; in gold, silver or black; with the famous twist that holds and never slips. Ask your dealer for the

Package with the White Band

Send for Free Samples

THE DE LONG HOOK & EYE CO.
653 N. Broad Street, Philadelphia

Wedding INVITATIONS, ANNOUNCEMENTS, **Visiting Cards** and **Stamped Stationery.** Correct Styles from an Elegant Shop at **Moderate Prices.** Samples upon request.
LYCETT, 317 N. Charles Street, Baltimore, Md.

HALLOWE'EN

A different kind of store. None just like it in America. We make a specialty of Favors and Souvenirs for Dinners, Parties, and Cotillions. A new 200 page Catalog free for the asking. In this advertisement are mentioned a few Favors for Hallowe'en. We have novelties for every conceivable occasion.

Pumpkin Jack lanterns, Weird and Novel, 5c, 10c, 25c each. Celluloid Skeleton or Devil on Pin, Shaking Arms, 5c each. Crêpe Paper Witch Broom Case for Ices or Candies, 25c each. Skull, Black Cat, or Devil Lanterns, 5c each. Ghost Figures, 5c, 10c, 25c each. Black Witch Cats, 5c, 10c, 25c each. Hallowe'en Novelty Noise Makers, 5c, 10c each. Assorted Comic Figures, 5c, 10c, 25c each. Assorted Miniature Metal Favors for Cakes, 15c dozen. Miniature China Babies, 10c dozen. Hallowe'en Melting Sets, 25c. Sparklers, 5c box. Magic Explosive Fruits, 15c each. Skeletons, Spiders, Wishbones, Grotesque Mirrors, Brooms, Wedding Rings, Scissors, Love Thermometers, Surprise Nuts, Bats, 5c each. Surprise Walnuts containing favors, 30c per box of 1 dozen. Crêpe Paper Pumpkins and Witch Hats containing favors, 5c. Pumpkin Shape Ice Cups, 10c each. Smaller size for Salted Nuts, 20c dozen. Assorted Comic Weird Pin on Favors, 5c each. Hallowe'en Paper Napkins, 35c package. Hallowe'en Snapping Mottoes, 50c box. Pumpkin Jack Horner Pie containing 12 favors, $3.50. Hallowe'en Tally Cards, 25c dozen. Dinner Cards, 30c dozen. *Send for our $2.00 assortment of Hallowe'en Favors. We positively do not pay mail charges.*

B. SHACKMAN & CO., Dept. 8 812 Broadway, New York

Hang Them

"Skirts upon skirts may hang,
Smooth in your closet,
With many other things.
If to their belts you attach
These little clasps,
And hang them by the Rings."

Boxed in dainty fashion with Gift Card. Post Paid 50c.

POHLSON'S GIFT SHOP
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One of many "Thoughtful Little Gifts," shown in our booklet, Mailed upon request.

ALL CORSETS
FROM $5.00 UP TO BE FULL VALUE
SHOULD BE BONED
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The Genuine has "WALOHN" stamped on EVERY strip

For *FREE* Sample and "Reasons Why"
Address: **Walohn Mfg. Co.**
31 Union Square W. Dept. A. **N. Y. City**

Swope Shoe Co.

New Fall Catalogue
now ready for mailing

Shall we send you a copy? It will serve as an authority on footwear fashions.

A shoe order placed with our Mail Service department insures exclusiveness of style and superior quality at a moderate price.

SWOPE SHOE CO. :: 920 Olive St., St. Louis

You Don't Need Dress Shields
IF YOU USE
ODOR-O-NO

Unhealthy skin glands cause excessive perspiration. ODOR-O-NO restores the glands to normal condition.

ODOR-O-NO

stops excessive perspiration and destroys all body odors.

Do away with your dress shields. We will be responsible for garments injured by perspiration if you use Odor-O-No according to directions. It is harmless and guaranteed.

50 CENTS PER BOTTLE

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THE ODORONO COMPANY
Cincinnati - - Ohio, U. S. A.

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FRENCH—GERMAN
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Is Easily and Quickly Mastered by the
LANGUAGE-PHONE METHOD
Combined with Rosenthal's Practical Linguistry

This is the natural way to learn a foreign language. You hear the living voice of a native Professor pronounce each word and phrase. He speaks as you desire—slowly or quickly, for minutes or hours at a time. It is a pleasant, fascinating study; no tedious rules or memorizing. You simply practice during spare moments or at convenient times, and in a surprisingly short time you speak, read and write a new language.

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The New Parisian Perfume from the world famous perfumer
GELLÉ FRÈRES, PARIS
At all first-class Dealers

SPECIAL—Send 10 cents for ten of our wonderful scented cards, more popular than sachet powder.

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102 WEST 23rd STREET, NEW YORK
The only French Perfume Shop in N. Y.

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Removes Wrinkles Eradicates Freckles, Whitens Skin—Shows Results with first treatment.
Jars $2.00 and $3.50

CHUDO ASTRINGENT

For Double Chin, Flabbiness and Sagging Muscles
Bottle $1.50

Chudo Specialty Co., Dept. A, 64 W. 77 St., New York

AS SEEN BY HIM

(Continued from page 45)

after the style of those in London and why metropolitan centers such as New York and Chicago should not have circles of this kind. It may be a new rôle for American women, but there are many fields for them to conquer, as they are well adapted to fill any social position.

FORECAST OF WINTER ENTERTAINING

After the election we will turn our attention toward town and see what can be done by way of winter entertainment. We are told that there is to be a new element in society this winter and that entertaining will be on a most magnificent plan, but that the season will be short. The season will perhaps be rather gay because the débutantes will be few and so there will be more chance for entertainments of a distinctive character. Perchance we'll continue in our fancy dress trend. London had a surfeit of these affairs during the past summer, and at Newport and at Southampton this year we found it quite difficult to get the men to appear in costume. The most some of them would do was to go to the old, silly makeshift of sewing velvet on their evening coats and going as diplomats. Even the women revived gowns the reverse of new. That does not speak well for the brilliancy of coming masquerades.

The Theatre Club set will have its usual good time. Mrs. Guinness has already introduced small domino dances in London with much success. She and Mrs. Harry Payne Whitney will be the leading spirits in this circle.

Mrs. Alfred Wagstaff, Jr., who was Miss Blanche Shoemaker, has been working on a new book of poems which, with her editorial work, has kept her very busy all summer. Besides she promises us a new play.

Miss Agnes Edgar, the youngest of the three lovely daughters of Mr. and Mrs. Newbold Edgar, is engaged to Mr. Stuart Davis. The wedding will probably take place very quietly in October. The engagement of Miss Julia A. Dick to Mr. William Kingsland Macy has also been announced.

EAST AND WEST OF THE AVENUE

We find our city quite changed. The avenues are wider, there are new hotels and theatres, old landmarks are rapidly disappearing, and we have little to remind us of the dull, ugly days of the seventies, eighties, and early nineties.

Then, as now, however, there were two main thoroughfares and two currents in social life—Fifth Avenue and Broadway. They met for a moment at Madison Square and then drifted apart. The way of Broadway and the way of Fifth Avenue are as far apart as the east and west, and "never the twain shall meet." One may imitate the other—the east may assume the garish and vulgar, the hectic and violent mode of life of the west, especially its picturesque crimes. Last winter, indeed, we adopted Broadway dances, informal rathskeller dinners, and cabaret entertainments. But now we are tired of them. We have exhausted all that is amusing in them and we are back again in our own domain. In a few weeks we will have forgotten all that. What a glorious river is this of Lethe! how its waters wash us clean of our past and make us lose in its profound depths all record of everything that is not bright and beautiful.

SEEN ON THE STAGE

(Continued from page 55)

the consul who has befriended Kirk because of his well-known name, now turns him out as an impostor. For the first time in his life the hero is obliged to go to work. He secures employment as a conductor on the Panama railway, and, in the course of time, is about to be promoted to the post of superintendent.

Meanwhile, a certain Mrs. Cortlandt has become interested in Kirk. She had met him on the steamer and has ever since been trying to help him to work his way forward to a sense of personal responsibility in the harassed and working world. Their relation is utterly innocent, but her brooding husband (who is addicted to strong drink) thinks otherwise. In the course of a formal dinner at his own house Mr. Cortlandt denounces his wife as Kirk's paramour and sneeringly tells the hero to take her away with him. In a rage of indignation, Kirk threatens to kill Cortlandt, but he is dragged away by the other guests at the dinner-party before he has a chance to execute his threat.

Immediately afterward, Cortlandt commits suicide. The hero is accused of shooting him, and is about to be railroaded to execution by the machinations of an influential Panamanian who hates him. But at this juncture, the elder Anthony arrives with his steam yacht, and, landing a company of armed sailors, carries his son away by this display of force, and brings about a happy ending to the story.

This fabricated narrative is not without its moments of excitement; but, in the version disclosed at the dress-rehearsal, the piece was much too long, and its extravagances therefore seemed a little dull. The final scene, in which the hero's father appears as a *deus ex machina,* could hardly seem convincing even to audiences in the one-night stands, and several other passages seemed padded. Yet, the scene when the hero first awakens on the ship is alive with racy humor, and one or two other passages arrest attention for the moment. A fairly good story seems to have been turned into a rather bad play, and with this somewhat non-committal verdict we may dismiss "The Ne'er-Do-Well."

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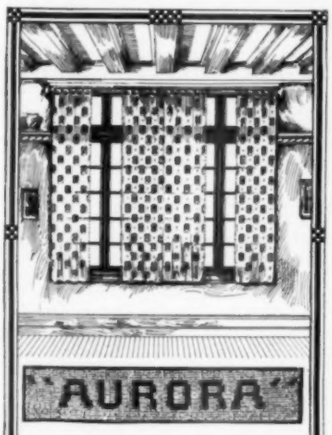

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Light-Weight Draperies

must have the name **"Aurora Regd."** woven in the fabric, or they are not genuine. Don't be misled by high-sounding names on the tickets.

The permanent silk-like lustre of the genuine cannot be imitated. Made in distinctive patterns and colors to harmonize with all classes of decorative schemes.

The better stores everywhere can supply samples.

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4 Shades—White, Flesh, Pink Brunette

You may pay more but you cannot buy greater satisfaction than "The Powder that Clings." Cooling and refreshing. Sold by all good shops everywhere, or mailed direct to your address on receipt of 25c in cash or stamps. Sample on request.

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at lowest cost. Send for catalog of

Weil Fabrics

which are sold direct to you without retailers' profit.

Weil Fabrics for Women's wear are made right in the home of the largest textile industries in the world. The styles are the very latest, the fabrics the very best and are delivered direct to you with retailers' profits eliminated. All charges paid.

Write today for the new Fall and Winter Catalog—FREE.

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After many months given to careful tests and experiments in our Laboratory, we have placed upon the market our ROYAL BRASS POLISH in paste form. Especially designed to meet the requirements of the home or garage.

Those who are familiar with CANDO SILVER POLISH will recognize in our ROYAL BRASS POLISH the same efficiency and merit. It is a paste put up in glass and tin. Convenient, economical, safe and clean to use. Ask your dealer for a trial package or send direct.

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for crowded ball-rooms and theatres. Keeps the body free from odors

25c at drug- and department-stores. If your dealer hasn't "Mum," send us his name and 25 cents, and we'll send it postpaid

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Made to order—to exactly match the color scheme of any room

"You select the color—we'll make the rug" Any width—seamless up to 16 feet. Any length. Any color tone—soft and subdued, or bright and striking. Original, individual, artistic, dignified. Pure wool or camel's hair, expertly woven at short notice. Write for color card. Order through your furnisher.

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TAILORED SUITS
HABITS
and
FURS

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Unusual *and* Exclusive Models
for
Street Costumes
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Your inspection is invited

Men Like the Old-Time Standards

The fine old standards are still maintained in Van Camp's, despite their trebled cost to make.

That's why men know them—why they enjoy them—why this is the National Dish.

It has made these kitchens famous.

Fifty Years

of nation-wide reputation is staked on each dish of Van Camp's Pork and Beans.

So is the good-will of a million housewives, who expect such beans as they bought from our fathers.

So we cling to the same old standards, though our premier materials cost thrice what they used to.

And they cost from three to five times as much as lesser grades cost now.

Our Chefs

have no equals in baking beans. No other kitchen in America, we believe, pays the prices we pay for the rarest skill.

And they center this skill on one superlative dish, which nobody else approaches.

For this dish they use just the choicest beans—just the whitest and plumpest—beans all of one size.

For the sauce they use just whole tomatoes, ripened on the vines. They employ the costliest spices.

Such materials, on the average, cost several times what common grades would cost.

Our Ovens

employ superheated steam, kept at 245 degrees. But this steam doesn't touch the beans.

We bake in small parcels and bake very slowly, so the full heat goes through.

Thus we apply enough heat to make beans digestible. Most beans are hard to digest, as you know.

We do all this without crisping the beans, without bursting the coats. Van Camp's come out nutlike, mealy and whole. All due to the fact that we bake in steam ovens.

And we bake the tomato sauce into the beans, so it permeates every atom.

Those are the reasons for the flavor and zest which you find in each dish of Van Camp's.

Van Camp's
BAKED WITH TOMATO SAUCE PORK AND BEANS

"The National Dish"

There are no other beans that compare with Van Camp's, because other men lack the incentive.

Millions of people have been taught by Van Camp's how good baked beans can be. And they always expect this goodness.

That fact compels us to see that they get it, regardless of cost, competition or profit. And so long as beans bear the brand Van Camp's they will be the best beans in existence.

If you think it worth while to serve beans like these you will always know how to get them.

Three sizes: 10, 15 and 20 cents per can

Made by Van Camp Packing Co., Indianapolis, Ind.

Established 1861

For the HOSTESS

MANY people prefer meats and fish cooked on a plank to any other style of cooking for these foods. There are in all about six dishes which can be so prepared, or seven, counting venison steak, which is cooked the same as a sirloin steak.

The planks themselves are of ash, and can be purchased in any size. An average size plank, twenty-two inches long, with an ebony handled, reticulated metal frame in which the plank is set to send to the table, costs about $10. Each plank, whether of the smallest or largest size, has grooves in the wood to catch the gravy and the juices of the meat. These planks are used with the broiler of a gas range, but there are others made to use with an open fire. These have galvanized wires to hold the meat or fish in place while cooking, and a wire prop to hold the plank in an upright position.

When the upright plank is used, it must stand in a dripping pan to catch the juices, and basting must be more frequent than when placed in the oven. Also it must be turned now and again from top to bottom, so that the food cooks with an even heat. If the planks are rubbed with butter before they are used, they will require constant watching lest they scorch. If the taste of scorching reaches the food, naturally the dish is spoiled.

THE FAVORITE PLANK STEAK

Sirloin steak is the favorite meat for planking. For this a double sirloin steak is the best. It should be put on the broiler and grilled for a few minutes first on one side, then on the other. The planking board should be exceedingly hot. The steak is put on it quickly, bordered with mashed potatoes; then put it back under the broiler. The meat must be turned only once, dusted with pepper and salt and spread with plenty of butter. An attractive garnishing is made by pressing the mashed potatoes through a pastry tube in little mounds around the steak, and filling the spaces in between with a macedoine of vegetables and bits of watercress. This steak must be served immediately, for if anything grows slightly cold about a planked steak it becomes a most distasteful dish.

Fried or baked bananas are also successfully served with steak. They are cut into quarters and fried in butter; if baked, the skins are removed, they are put in the oven, and basted with butter and sugar.

Planked steak and broiled oysters are delicious in combination. The oysters are laid over the top of the steak after it is cooked and a few minutes extra grilling is allowed.

For Salisbury steak, take lean beefsteak, chop finely, season with salt and pepper and onion juice, if it is liked, and form into cakes. Either put these directly on the hot plank or first grill slightly. When they are done, add mashed potatoes in roses made by pressing the potatoes through a forcing bag, also fried cauliflower and spinach, and grate over the whole, small, fresh carrots. Or this steak may be served with a cream sauce, horse radish, and bananas. Salisbury steaks may also be decorated with watercress and small pickles cut in rounds, or Indian pickle, if the cream sauce is not used.

If chops are planked, the thickest must be selected and broiled on one side before they are put on the board. Arrange them overlapping each other on a hot plank, butter and season with salt and pepper. They will require about twenty minutes to cook, and should be basted if they seem to dry in the slightest; serve with potatoes pressed through a ricer, and a macedoine of hot vegetables.

THE DELICIOUS PLANKED SHAD

Shad is the dish most often associated with planking. Clean, wash, and dry the fish, then remove the head and split from head to tail. Place on the heated plank with the skin side down and fasten firmly. Baste the fish every ten minutes with a mixture of half a cupful of butter, one cupful of boiling water, a teaspoonful of salt, and half that quantity of pepper. If it seems in the least dry, just before it is done shake a small quantity of melted butter and salt over it. This dish is usually garnished with parsley and slices of lemon, but pickled walnuts are an excellent addition, as are also potatoes Parisienne placed in nests of parsley to keep the round potatoes from slipping off the board in serving.

These potatoes are very simply cooked. With a round vegetable scoop, cut little balls from eight washed and peeled potatoes, throw them into boiling, salted water and cook for ten minutes; then drain them in a sieve, put them in a sauté pan with an ounce of butter and bake for ten minutes in a hot oven.

HOW TO PLANK HALIBUT

Halibut is planked in a different way. Select a solid piece of halibut weighing about four pounds and put it into a baking pan with a half cupful of white wine and three-quarters of a cupful of stock. Drop on the top fair sized pieces of butter and pour over the whole the juice of one lemon; a sliced onion may be added if liked. All this liquid serves to baste it as it bakes, a process that will probably take three-quarters of an hour. A small amount of salt added to it as it bakes is an improvement.

When done, put the fish on a heated plank, coat the top lightly with beaten egg, and decorate the board with mashed potatoes, preferably put through a forcing bag. Then put the plank back in the oven until the potatoes are browned. Border with hot vegetables such as peas, carrots, and string beans. Ornament with stuffed olives and serve.

The acidity of grape fruit recommends it as a better beginning to such a planked dinner than oysters or clams. The planked meat should be followed by a sharp salad, that is one with a good French dressing, made with Tarragon vinegar. Preferably it should be a simple salad of lettuce or romaine.

Overland 1913

$1475

Model "71 T"

Complete Electric Lighting Outfit, Generator and Storage Battery
Self Starter
45 Horsepower

Completely Equipped

Timken Bearings
Center Control
Wheel Base 114 inches
Brewster green body, ivory striped, nickel plated and dead black trimming
Warner Speedometer
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THIS car is another Overland value which astonished the public in general and astounded the trade in particular. This, too, knocks to atoms all previous records. Fourteen hundred and seventy-five dollars now buys you an automobile, large enough, big enough, powerful enough, sound enough and complete enough to compare in service, endurance and comfort with any car made *regardless of price.*

The above detailed specifications explain the value in a concise way. Here are the facts which represent this most remarkable motor car value.

For precisely the same reason that we can take what is the average $1200 market value and give it to you for $985, so can we take the average $1800 market value and give it to you for $1475.

This model was designed to meet the requirements of those wanting a much larger family touring car. We have incorporated into it every modern, practical and advanced convenience and comfort. It is fully equipped with the very best of everything. This means top—windshield—starter—gas tank—speedometer—in fact, exery practical accessory made for automobiles. Nothing is lacking. It is electrically lighted throughout. This means all lights—head, side and tail. It has a very long wheel base—a remarkably powerful forty-five horsepower motor—and big tires.

The body of this car is finished in rich dark Brewster green. All metal parts are heavily nickel plated and trimmed in dead black. In appearance this is probably one of the most magnificent cars ever built.

Deliveries prompt, providing you take immediate action. Catalogue on request.

The Willys-Overland Company
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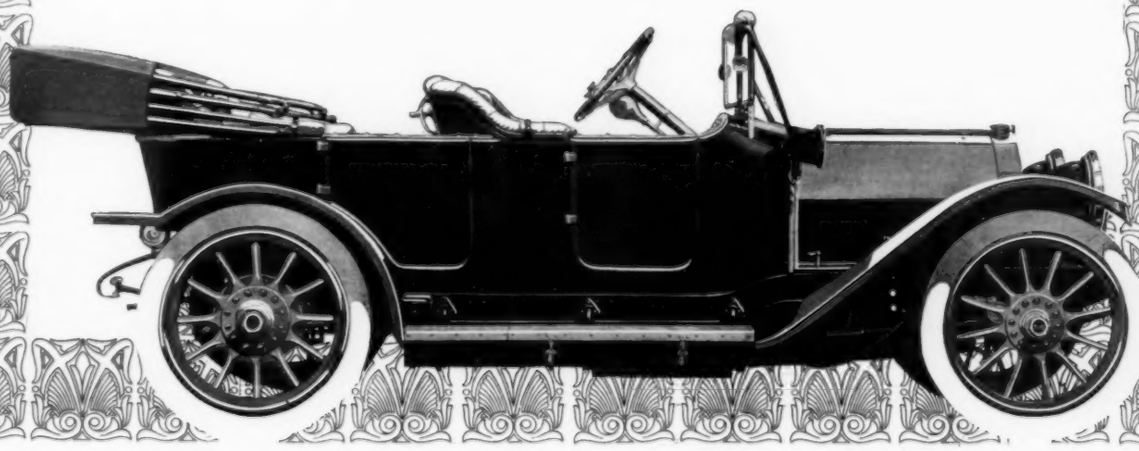

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in Wool

BABY LAMB CLOTH

In the Approved Paris Colorings

PEAU DE CHAMOIS

The New Ratine. In Plain and Original Fancy Weaves

These exclusive Fabrics can be seen only in the HAAS BLUE BOOKS shown by the Leading Dressmakers and Tailors

HAAS BROTHERS

American Distributing Offices
303 FIFTH AVENUE, NEW YORK

Andrew Alexander

The New Shoes for Fall

are ready, including many unusually handsome slipper styles

Shoes for Out-of-Doors

Good models for tennis and tramping
New boots and leggings for Fall riding

Golf
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PELUCHE FLORENTINE

A Satin Back Plush. Colors are Mole, Taupe, Aubergine, Tige, Seal, Admiral Blue

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A Faille Silk with Crepe Charmeuse Back and French Rib Face in Plenuer, Danube, Grand Duc, Mole, Taupe

These exclusive Fabrics can be seen only
in the HAAS BLUE BOOKS shown
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USE the new Koh-i-noor Dress Fasteners in place of hooks-and-eyes and other dress fasteners. They're better. Nothing to hook or to button—snap, and they're shut, never to open until you unfasten them. Lie close and flat, without points to catch in laces or hair. Washproof, too—won't rust or pull off in the wringer.

Koh-i-noor PAT. WALDESPRING DRESS FASTENER

Koh-i-noor Dress Fasteners save time, eye-strain, temper, and give better fit, looks, wear and satisfaction. Use them once and you'll never go back to old-fashioned methods. Koh-i-noor Fasteners have won the World's first prizes. The fashion creators all use and endorse them. Be sure you get the genuine, marked K-I-N on each button. When you buy ready-to-wear garments, it is to your interest to have them made with KOH-I-NOOR Fasteners. 10c a card of 12, at leading stores. If your dealer cannot supply you, we will refer you to one who can. Write for Premium Book and see the gifts redeemable for the coupons on each card.

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Agents for Burbyotte, the non-inflammable and stainless glue—indispensable to all millinery workrooms

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Exclusive Styles

27 West 38th Street, New York

Showing Advance Fall and Winter Models

Original by Doucet. Misses' or small ladies' Dancing Dress. Skirt accordion pleated of Crepe - de - Chine. Bodice prettily draped with Oriental cream lace. Neck and sleeves garnished with small French flowers. Band of velvet ribbon veiled across front. Can be had in all shades — appropriate for evening wear.

Special $26.75

Serge Gowns -	$18.75	and upward
Afternoon Gowns	25.00	
Evening Gowns	26.50	
Waists - -	3.50	
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Correct Corseting

should emphasize the beauty of the feminine form, make a smooth foundation over which the gown may drape charmingly, establish a normal, graceful poise and give comfort and freedom for the healthful activities of the body.

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will accurately measure up to every woman's ideal of what a corset should really be, and in the new Goodwin models will be found what may truthfully be called corset perfection.

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MODEL
No. 737
PRICE $2.00

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This model was made *first of all* as a bust confiner—and then we made it attractive by using all-over embroidery as material and trimming it with lace.

Then, to make the model more serviceable we attached *guaranteed shields* in connection with light weight *net* sleeves.

There are other models just as *pretty* and *serviceable*. Send for our style book and see them.

For sale at all Department Stores

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New York Office, 200 Fifth Avenue

Everlastik

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The Garter Web That Out-lasts the Corset

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NEW YORK

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FALL AND WINTER STYLE BOOK, *"Correct Dress,"* MAILED UPON APPLICATION TO DEPARTMENT "H."

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Imported exclusively by Franklin Simon & Co., in models adapted to the present style dress.

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John Wanamaker

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OLD BUILDING

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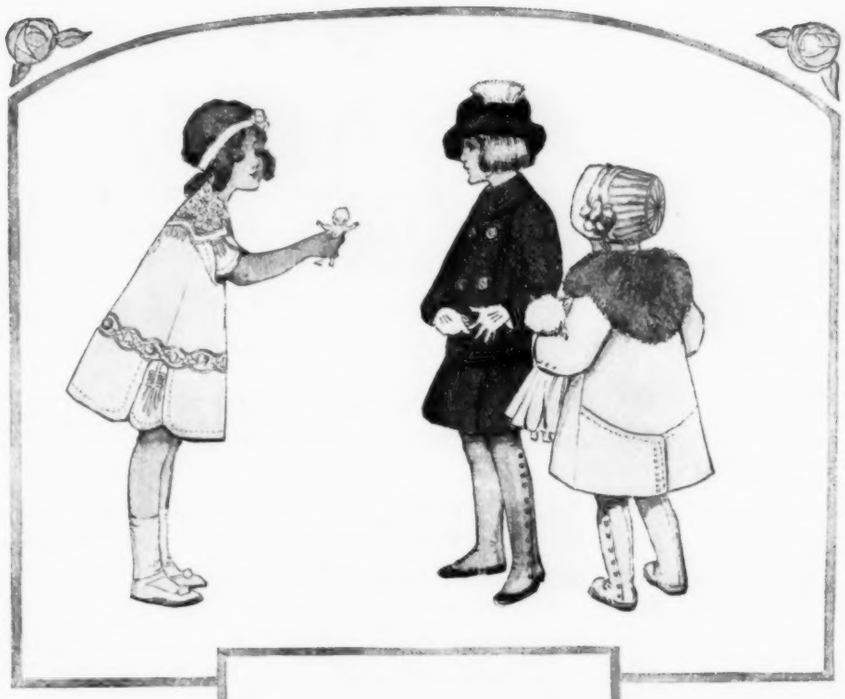
OLD BUILDING



V505.—Little Paris frock of fine white pique with yoke of real Baby Irish lace, and Irish lace set in to give the effect of a belt.

Quaint designs in fine braid are hand-sewn in the panels in the skirt and sleeves. This dress is entirely made by hand and has no duplicates. $27.50. Size 2.

V506.—A quaint French frock from the Little Gray Salons. It is made all by hand of fine white French pique; the yoke and cuffs are beautifully braided, and the sash of rose pink is absolutely unique. No duplicates. Size 8 yrs. Price $19.

V501.—Cunning coat of fine white broadcloth with collar of golden tan mouffion, a thick soft fur. The quaint back was designed especially for the John Wanamaker Baby's Shop. Priced $25. Sizes 2 to 5 years.

V502.—Becoming Shaker bonnet of fluted white satin with velvet brim. Ribbons which tie under the chin are attached from inside the bonnet. $4.50.

V503.—Coat of dark blue Polo cloth with deep polo collar, cuffs, and belt of red braided in black. The slight fulness at the belt is very smart. May be had also in combination of brown or tan. Price $8.50. Sizes 2 to 5 years.

V504.—Hat of silky black plush has the new crown which is almost oblong in shape. $6.00.

John Wanamaker
NEW YORK

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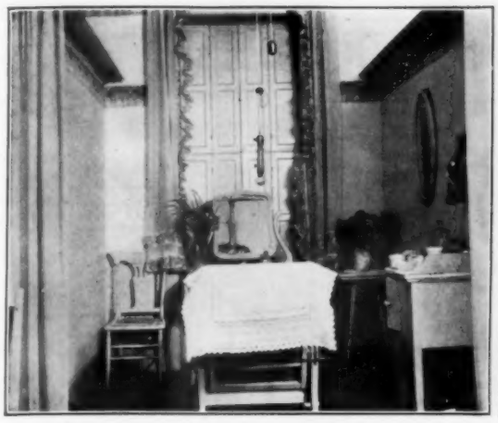

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Mary Grey Reducing Chin Strap.

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THERE is a little town in Bohemia where the art of flower-making has reached its climax.

There is a New York Company which controls the American importations of these astonishing reproductions of natural blossoms.

And there is a small advertisement in the "Shoppers' & Buyers' Guide" which resulted in the sale of $2,461.40 worth of these flowers in five months to you readers of VOGUE.

Violets tinged with the blue of Mentone are blooming nowadays in Sitka, Alaska — Marechal Niel roses have been sent to Thief River Falls, Minnesota — other flowers made by Bohemian peasant-craftsmen are perennially in bud at New Glasgow, Nova Scotia, in New Mexico and Arizona and throughout the United States — all the result of this little advertisement in VOGUE.

Here is a letter from the firm that sent us the advertisement.

September 20th, 1912.

Manager Shoppers' & Buyers' Guide.

Dear Sir:—We were at a loss how to advertise our "Preserved Flowers" from Bohemia, until—luckily for us—we were advised to use VOGUE.

We started in the "Shoppers' & Buyers' Guide" last December and continued until April at a cost of $75.

From this advertising we received 600 direct replies and sold $1,261.40 worth of our flowers, including second and third orders from many of these VOGUE customers.

A remarkable thing, too, is that we also received over $1,200 worth of orders through the words of praise spoken by these purchasers to their friends, relatives and visitors.

We have found the readers of VOGUE buyers, not merely curiosity seekers—and we firmly believe that we could not have accomplished the same results through any other medium.

Very truly yours,
AUSTRO-HUNGARIAN COMPANY,
132 Nassau Street, New York.
(Formerly opposite Waldorf.)

The owner of any business out of the beaten track may find a "Shoppers' & Buyers' Guide" advertisement his path to the door of prosperity. For full information, address,

MANAGER "SHOPPERS' & BUYERS' GUIDE"
VOGUE 443 Fourth Avenue, New York

Corsets—Cont.

MME. BINNER
CORSETIERE.
is cultivating figures with her famous corsets at 18 East 45th Street, New York.

MME. ROSE LILLI, Corsetiere
Models which accurately forecast the "Trend of Fashion." Custom made only.
15 West 45th St., New York. Tel. 2818 Bryant.

OLMSTEAD CORSET CO.
High Grade Corsets designed for each individual. "Gossard" Front Laced Corsets. Lingerie. Tel. 5224 Gramercy. 44 West 22nd Street, New York.

Exclusive Goodwin Corsetieres
Trained to represent us in all localities not now having Goodwin shops.
373 Fifth Avenue. New York.

LE PAPILLON CORSET CO.
Mme. Gardner, formerly of 373 Fifth Ave., has assumed management of the above concern at 26 West 38th Street, New York. Tel. 4383 Greeley.

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Specialty for Maternity and Abdominal Support. Dress as usual. Uninterrupted comfort. Mail orders. 10 East 46th Street, New York.

WADE CORSETS. High grade, exclusive, satisfying. Not sold in stores. One exclusive sales agency wanted in every leading city.
Wade Corset Co., 79 E. 130th St., New York.

Corsets—Cont.

PEETZ FRONT LACE CORSET
"The Highest Art in Corseting." Ready to wear custom made. Prices $5.50 to $35. Corsets made to order within 24 hours. 36 East 33rd St., N. Y.

ADELINE DONSHEA, originator and sole patentee of her inimitable Front Lace Corset, gives individual attention, insuring comfort, grace and pose. 10 W. 36th St., N. Y. Tel. 3308 Mur. Hl.

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Corsets. Also original designs of custom made back laced corsets.
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SPIRELLA CORSET SHOP
506 Fifth Avenue, New York.
Telephone 1110 Bryant for Corsetiere service in your own home.

CORSET HOSPITAL Repairing, cleaning, remodeling. High-priced corsets duplicated reasonably. Corsets to order $10 up. Mail orders. Satisfaction guaranteed. Mae A. Bond, 2231 B'way, N. Y.

MADAME ROSE
French Corsetiere.
Style, Comfort and Durability.
119 East 59th Street, New York.

Nu Hip Reducing and Abdominal Support
Corset, Maternity Corset, Misses' corsets constructed on hygienic and correct lines for approaching womanhood, Lewis, 18 W. 34th St., N. Y.

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LOUIS H. CHALIF, Grad. Russian Imperial Ballet School. Classical, Aesthetic, Social dancing; body building and hygiene for ladies and children. 7 West 42nd Street, New York.

ALVIENE High Art Ballet School Aesthetic, Dramatic and Classic dancing, physical development and hygiene. Ladies, children, gentlemen. Corner 23rd Street and 8th Avenue, New York.

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Painted Furniture for Country Houses.
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Telephone 4470 Columbus, New York City.

PAINTING AND DECORATING done by CHARLES B. COSSE, 136 W. 65th St., N. Y. City or Country. Also general repairs and alterations. Saves you time, money and worry.

Italian Embroidered Linens made under wholesome American conditions. Representative will call with examples for decorations. Scuola d'Industrie Italiane, 28 Macdougal St., N. Y

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MRS. C. H. OTT, 10 West 33rd St., N. Y. Embroidery, Stamping, Stamped Goods and Novelties. Hand made and Embroidered Waists to match suits at special prices.

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UNIQUE BUREAU of Social and Domestic Needs supplies with guaranteed references, men and maid servants of exceptional ability. Protective Registry, 2728 Broadway, New York.

UNIVERSAL EMPLOYMENT BUREAU
Supplies domestic help of all nationalities.
Also supplies high class domestic positions.
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A Real Chinese Tea Party
For children or grownups. A very novel tea for as many guests as desired.
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Children's Parties. Original plans and entire management. 5 years' experience conducting exclusive children's parties. Favors for other functions. Miss Howe, c/o Fuller, 504 W. 112 St., N.Y.

"JACK HORNER" Bags or Boxes
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FUR GARMENTS. Makers of Reliable Furs. Personal attention to mail orders. Moderate prices. Estimates cheerfully furnished. A. H. Green & Son, 25 West 23rd St., New York.

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BUSSE GOWNS. Fall opening Sept. 15th. Imported Models. Gowns for all occasions. Evening coats, wraps, etc. 766 Madison Ave., New York. Tel. 3250 Plaza.

MANIE GUION THOMPSON,
712 Madison Avenue, New York, near 63rd St. Waists, Blouses, Hats, etc. Misses' and Children's smart coats and frocks to order.

Jean Michel and Louise Michel
Gowns for all Occasions.
Exclusive Styles—Perfect Fitting.
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Mrs. Wilson's Mending Shop. Formerly with Mrs. Osborn Co. Evening and afternoon gowns. Special prices for remodeling. Trousseaux. 26 E. 28th St., N. Y. Tel. 4563 Mad. Sq.

(Continued on page 11)

SHOPPERS' AND BUYERS' GUIDE

A classified list of business concerns which we recommend to the patronage of our readers

(Continued from page 10)

Gowns and Waists—Cont.

DE ROHAN FRENCH MODELS. Sample gowns, lingerie gowns below importation prices. Also remodeling done. Imported hats, corsets. Mail orders. 131 W. 69th St., N. Y. Tel. 30 Col.

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Made from your own material.
Unusual remodeling. Reasonable prices.
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Tub suits and skirts in madras, linen, silk and flannels. Oldest established.
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GOWNS FOR ALL OCCASIONS.
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Evening gowns a specialty. Models for sale.
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MRS. COPELAND
offers individual gowns
for the individual woman.
The Cambridge Bldg., 334 Fifth Ave., N. Y.

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Gowns, Blouses, Negligees. Exceptionally well selected debutante frocks at $40.

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Old gowns of every kind remodeled equal to new. Evening gowns a specialty.
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Tailoring and Dressmaking for Gentlewomen. Every garment built for the individual and finely finished. 810 Arrott Bldg., Pittsburgh, Pa.

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LEMAITRE & MACK
Importers.
Gowns and Fancy Tailoring.
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MAGOVERN & HAGAN. We make a specialty of evening, afternoon and street gowns of exclusive designs. Gowns made up at short notice. Prices moderate. 13 W. 39th St., N. Y.

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RAGAN & DAVIS, Gowns—Importers
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Gowns and Waists—Cont.

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Hair Combings Scientifically Prepared
Matting prevented. Unequalled appearance and wear. 22 years' experience. Expert wig maker. Transformations. Leo Lichtman, 2365 B'way, N.Y.

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ROSE OLGA TRITT. If your jewelry needs repairing or remodeling, I will make it into attractive pieces at reasonable cost. Correspondence invited. 11th floor, 366 5th Ave., N. Y.

Lace and Embroidery

MRS. RAYMOND BELL, 1 East 45th St., N. Y. Specialty Lace Shop. Antique Lace. Children's English Smocks. Fine Lace mending and remodeling. Laces sold on commission.

SARA HADLEY, 9 E. 35th St., New York. Antique and Modern Laces. Veils, Shawls, Flouncings, Scarfs, Neckwear and complete sets of Table Linens. Lace for trousseaux a specialty.

MAURICE
Importer of real laces. Retails at wholesale prices —saves you 50%. Write for illustrated catalogue. 398 Fifth Ave., Opposite Tiffany's, New York.

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GEO. ELLIS makes smart, good looking tailored Fall suits from $45 up. Mail orders filled for past seven years. Herald Square Studio Bldg., 149 W. 35th St., N. Y., near Broadway.

A. LUST, Ladies' Tailor
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TAILORED GOWNS REMODELED
To prevailing styles. 19 years' experience. J. H. Comstock, 285 Fifth Ave., N. Y. Tailored suits from $65 up. Tel. 158 Madison Square.

M. COWEN CO., IMPORTERS.
Tailors, Dressmakers, Furriers and Habit Makers.
Mail orders solicited.
7 West 38th St., N. Y. Tel. 498 Murray Hill.

L. A. ROBINSON. Gowns and Tailored Suits. Sketches with estimates submitted upon request. Mail orders solicited.
411 N. Charles Street, Baltimore, Md.

LEITNER, Tailor and Habit Maker.
Special attention given to one-piece dresses. Tailored suits $55 up. Perfect satisfaction guaranteed. 51 W. 45 St., N. Y. Phone 427 Bryant.

SAUL RENNECK, Ladies' Tailor
Special prices on Misses' fall suits and gowns. Personal attention given to every order.
634 5th Avenue, New York. Tel. 7283 Plaza.

BELINSKY BROTHERS, Ladies' Tailors
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546 5th Avenue, cor. 45th Street, New York.

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HOYT, MILLINERY
Importer of Fine Millinery.
Correct style for Tourists.
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ELAINE & CO.
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TURNEY. Millinery importers, 56 E. 34th St., N. Y. Individual styles in smart Fall and Winter Hats. Tailored felt and velvet hats, $5 and $10.

WEBB, IMPORTER
297 Fifth Avenue, New York.
Smart hats for fashionable people at reasonable prices. Remodeling. Material accepted.

COLLINS—Distinctive Millinery
Original and Paris models from $10 up. Feathers accepted.
136 Madison Avenue, N. Y., at 31st Street.

MISS GERITY
IMPORTER OF MILLINERY.
Latest Parisian Models. Each hat is individual and distinctive. 19 West 46th St., New York.

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Smart Tailor made hats and toques from $7.50 upward. Also remodeling.
434 Fifth Avenue, New York.

Little Hat Shop. Mabel Hutchinson announces her removal to 4 West 33rd St., N. Y. Remodeling hats worth while. Special attention to elderly ladies. Sensible hats for gentlewomen.

MME. FLETCHER, Importer Millinery. Accessories. Original, distinctive, elite styles to order for all types. Remodeling. Material accepted. Reasonable. Out-of-town orders. 1576 B'way, N. Y.

MLLE. MERCEDES announces the opening of her new millinery shop at 346 Madison Ave., corner 44th Street, New York.
Chic Paris hats at moderate prices.

IMPORTED AND ORIGINAL MODES
Wedding Veils a Specialty.
Mrs. E. M. Bulkeley,
1514 Fourth Avenue, Louisville, Ky.

ESTELLE BUTLER
Georgette French Hats
at $15.
47 West 37th St., N. Y. Tel. Greeley 2588.

TRIANON HAT SHOP
Exclusive Imported Fall and Winter Models. Hats from $12 up. English Shetland Veils.
42 West 39th St., N. Y. Tel. Greeley 3285.

Miscellaneous

WEDDING VEILS and wreaths to order from $15 up. Write for sketches and particulars. Mail orders a specialty. Miss Allien, 9 East 43rd Street, New York. With Quiller.

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WARN THE CHILDREN
to be ready for Mr. Kris Kringle's Christmas Surprise! To be announced soon. Elizabeth H. Pusey, 176 Madison Avenue, N. Y.

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Cretonne box, containing novel menu of delicious imported confections and tea bowls for six, $2. Bertha Tanzer, 9 West 20th Street, New York.

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For $1 each week during season we send two sketches of Paris hats with full instructions. Stamp for particulars. 606 W. 114th St., N. Y.

BRIDE'S BOOK—BABY RECORDS
CHAP BOOKS.
List for the asking. The Antlers Bookshops, 300 Block, Royal Street, New Orleans, La.

CLOTH Exclusive styles, reliable quality, wholesale prices. Write for samples. Dressmakers supplied with sample book. Home Woolen Mills, King Street, Chambersburg, Pa.

Electro-Thermal Reducing Blanket.
Perfectly sanitary method of reducing flesh from any part of the body. No diet or shock. Circular. Mrs. A. K. Lewison, 105 E. 15th St., N. Y.

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Therapeutic Treatment. Reducing superfluous flesh by scientific method through thermo-electric medium and message. Dieting not essential. Miss Frye, 21 W. 44th St., N. Y. Bryant, 2460.

Cross-Stitch Embroidery. Imported stamped pieces. Unusual designs and colorings. Send for list. Mail orders filled. Hurm Art Shop, 277 Fifth Avenue, New York City.

Miscellaneous—Cont.

McCallum Silk Hosiery in plain, embroidered and lace effects. Made to match any color in a few days. At all leading shops. McCallum Hosiery Company, Northampton, Massachusetts.

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Studebaker Electric Victoria for sale. 1912 model. Used fourteen months. Good condition. Cost, with rectifier, $1725. Sell half price. Owner going abroad. George Foster, Newburgh, N. Y.

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Research work on any subject.
Programs planned for study clubs.
Sarah Ordway, 6393 Station St., Pittsburgh, Pa.

MINT JULEP, egg-nogg, fried chicken, Sally Lunn, beaten biscuits. 12 genuine darkey receipts in "Aunt Jemimy's Receipt Calendar for 1913," 50c. "Studio Shop," 96 5th Ave., N. Y.

Mourning Millinery

HENESEY, MOURNING HATS.
Correct styles in Bonnets, Toques and Veils.
424 Fifth Ave., corner 38th St., New York.
Formerly Lillias Hurd. Tel. 937 Murray Hill.

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Thoroughbred toy Pomeranians; reasonable. Strong, healthy, from imported prize-winning stock. Most fashionable breed. Order now for Xmas. Miss Snodgrass, Parkersburgh, W. Va.

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PHOTOGRAPHS BY EARLE have a charm, a delicacy, a refinement all their own. Beautiful specimens of his work in colors on exhibition. 546 5th Ave., N. Y. Tel. 5521 Bryant.

BRADLEY STUDIOS
435 Fifth Ave., and 402-404 Fifth Ave., N. Y.
The individuality of our photographic portraiture is unquestionable, our guarantee absolute.

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Charming Colonial Home for sale. Sound Beach, Conn. Excellent location, near station and golf links. $7000. Miss Lewis, Real Estate and Insurance, 500 Fifth Avenue, New York.

Rooms, Ap'ts, etc.

"THE ADRIENNE,"
319-321 West 57th Street, New York.
Comfortable rooms, private baths, good table. Winter arrangements. Apply to Miss Proudfoot.

13-15 East 54th St., N. Y. Boarding place for fastidious people. Unexcelled residentially. Centrally located. Moderate prices. Element, cuisine, service the best. References. Tel. 7257 Plaza.

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SPECIALISM. My specialty of selling for women with over-stocked wardrobes. Slightly worn gowns from exclusive makers only. Florence E. Burleigh, Canaan, New Hampshire.

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WILLIAM BERNSTEIN. Short Vamp Shoes. (Reg. U.S. Pat. Off.). Originator; creator. Fit, Quality, Style. Send for Booklet "V." Sold at 38 W. 31st St., and 1591 Broadway, N. Y.

SHORT VAMP SHOES, Satins, Velvets, Cuban and Louis XV heels. Sizes 1 to 9, A to EE. Catalog sent free. J. Glassberg, Two Stores, 58 Third Ave. and 225 W. 42d St., N. Y.

Miller's Specialty Shoe Shop
Newest styles and novelties always in stock. Established 20 years. Write for catalogue No. 2.
1554 Broadway, New York.

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Mrs. H. Goodale Abernethy. Shopping Commissions. No charge. 37 Madison Ave., N. Y. 8 Hilgrove Road, South Hampstead, London, N. W. 12 Rue Rennequin, Paris.

MRS. E. F. BASSETT,
145 West 105th Street, New York. Shops for and with you free. Will suggest costumes, household furnishings, etc. Tel. 4452 Riverside.

(Continued on page 12)

SHOPPERS' AND BUYERS' GUIDE

A classified list of business concerns which we recommend to the patronage of our readers

(Continued from page 11)

Shopping Commis'ns—Cont.

MRS. SARAH BOOTH DARLING Purchasing Agent. Accompanying out-of-town patrons. No charge. References. Chaperoning. 112 W. 11th St., N. Y.

MRS. F. N. DAVISON, Registered Shopper in all lines. Shops for and with Customers. No charge. Correspondence solicited. 225 West 49th Street, New York.

HELEN CURTIS, 96 Fifth Ave., New York. General Shopping. No Charge. Circular. Bank reference. Personal interest in every order. Telephone 3286 Chelsea.

MRS. S. D. JOHNSON. Shops for and with customers without charge. Rush mourning orders a specialty. 347 5th Ave., opposite Waldorf-Astoria. Tel. 2070 Mad. Sq.

MARJORIE WORTH, 22 E. 34 St., N. Y. Tel. 2970 Mad. Sq. General Shopping. No charge. Courteous, prompt and efficient attention to every order. Bank Reference. Letter on request.

CHICAGO SHOPPING. For or with patrons. Prompt, personal attention; highest references; correspondence solicited. Mrs. G. S. Nutter, Tel. Normal 8316, 6142 Vernon Ave., Chicago, Ill.

MRS. J. ADDISON CLARK Purchasing agent. Specialty—household furnishings and trousseaux. Chaperoning. References. 104 West 70th St., N. Y. Tel. 2934 Columbus.

MRS. A. W. BALDWIN, 430 West 118th Street, New York, shops for and with out-of-town patrons. No charge. Correspondence solicited. References.

MME. FRANCES M. MONTY General shopping. No charge. Specialty of Paris shopping. Paris representative. References. 214 West 92nd Street, New York. Telephone 2709 Riverside.

Louisville Shopping. Samples, estimates for inexpensive or handsome gowns. General household buying. References in 20 states. Mrs. A. T. Wheat, 1514 Fourth Street, Louisville, Ky.

CHINATOWN SHOPPING Chinese oddities, beads, hand-wrought jade jewelry, embroideries, etc., purchased without charge. Bertha Tanzer, 9 West 29th St., N. Y.

BALTIMORE SHOPPING. Mrs. K. L. Ebaugh, 205 Piper Bldg., Baltimore, Md., shops for and with customers, no charge. Rush mourning orders a specialty. Correspondence solicited. References.

CHICAGO SHOPPING for or with out-of-town patrons. No charge. References. Miss D. Silsbee, 1041 Hollywood Avenue, Chicago, Ill. Tel. Edgewater 6310.

Mrs. Mary H. France. Shopping for or with customers in New York. No charge. Specialties: Household furnishings, wedding, mourning, baby outfits. References. 49 Elm St., N. Rochelle, N.Y.

Specialty Shops

THE LITTLE FAVOR SHOP Adeline King Robinson, 479 Fifth Ave., cor 41st St., N. Y. Bridge prizes; favors and souvenirs. Tea house and gift shop at Bay Head, N. J.

GRANDMA'S QUILTPATCH. You can make real old fashioned quilts. We furnish all cut ready for sewing. Beautiful patterns. Miss Stevenson's Shop, Sewickley, Pa.

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MRS. A. VAN R. BARNEWALL. Lamp and Candle Shades. Reproductions of Antique Porcelain Lamps. Wedding Presents. Bridge Prizes. 6 West 49th Street, New York.

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REPLIES to these advertisements should be placed in a stamped envelope with the number of the advertisement written in the corner (e. g. 961-A). Then fold this envelope and enclose it in an outer envelope addressed to us as follows:—Manager Sale and Exchange, VOGUE, 443 Fourth Ave., New York. Your reply will be forwarded to the advertiser by the next mail after it is received at this office.

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Wearing Apparel

FOR SALE: A rare old real lace black chantilly shawl in perfect condition. Lovely to trim an evening gown. No. 726-A.

FOR SALE: Three pairs Irish Point lace curtains. One pair 54 inches wide; others 27 inches; all three yards long. Cost $30; sell $15. No. 727-A.

FOR SALE: Ermine scarf and muff, bought recently at Booss, 5th Avenue. In perfect condition. Will sell for $175; cost $290. No. 728-A.

BEAUTIFUL pink messaline evening gown. Maurice model, bodice of crystal beads and belt of blue velvet. Skirt plain with train. Size 36. Cost $165; sell $35. Worn twice. No. 731-A.

EVENING gown. Foundation white satin with crystal trimming waist. Overskirt of pink chiffon with French rosebuds, bands of blue showing through chiffon. Never worn. Size 36. Cost $75; will sell for $25. No. 732-A.

BRIGHT red serge Norfolk coat, trimming of brass buttons, checked collar and cuffs. Splendid for young girl 14 to 18 years. Will sell for $6.50. No. 733-A.

THREE-PIECE suit of green velvet. Drecoll model. Size 36 bust. Blouse of hand embroidered crepe de chine. Cost $195; sell for $50. In perfect condition. No. 734-A.

BLUE serge dress. Size 36. Drecoll model with trimming of black messaline and braid bands. Yoke of hemstitched chiffon. No. 740-A.

BLUE serge dress. Size 36. Poiret model with revers of lavender material. Long sleeves, and belt of lavender. Cost $95; will sell for $15. No. 735-A.

BLUE taffeta silk suit. Size 36. Draped skirt, empire coat with glass buttons and small batiste collar. Coat lined with coral chiffon. Purchased at B. Altman & Company for $125. Worn three times. Will sell for $45. No. 736-A.

FOR SALE: Short taffeta and chiffon taupe gown. Very handsome model. Size 38. Cost $95; sell for $35. Never worn. No. 742-A.

FOR SALE: Fine extra long electric seal coat. 40 bust. Slightly worn at wrists. Cost $250; sell $150. No. 743-A.

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